

SEP 28 1929

# Sales Management

The Weekly Magazine for Marketing Executives



George Washington Hill  
*President, American Tobacco Company*

Cremo Sales Soar to Record Heights  
During Newspaper Drive



How to Plan and Use  
a Standard Sales Presentation



## --and on Friday, the 13th!

Friday, the 13th of September, held no hoodoo for the Chicago Evening American. Au contraire, as the French so conveniently put it. For the day was marked by a 76-page paper—only two pages short of the all-time record made last year at the height of the holiday season.

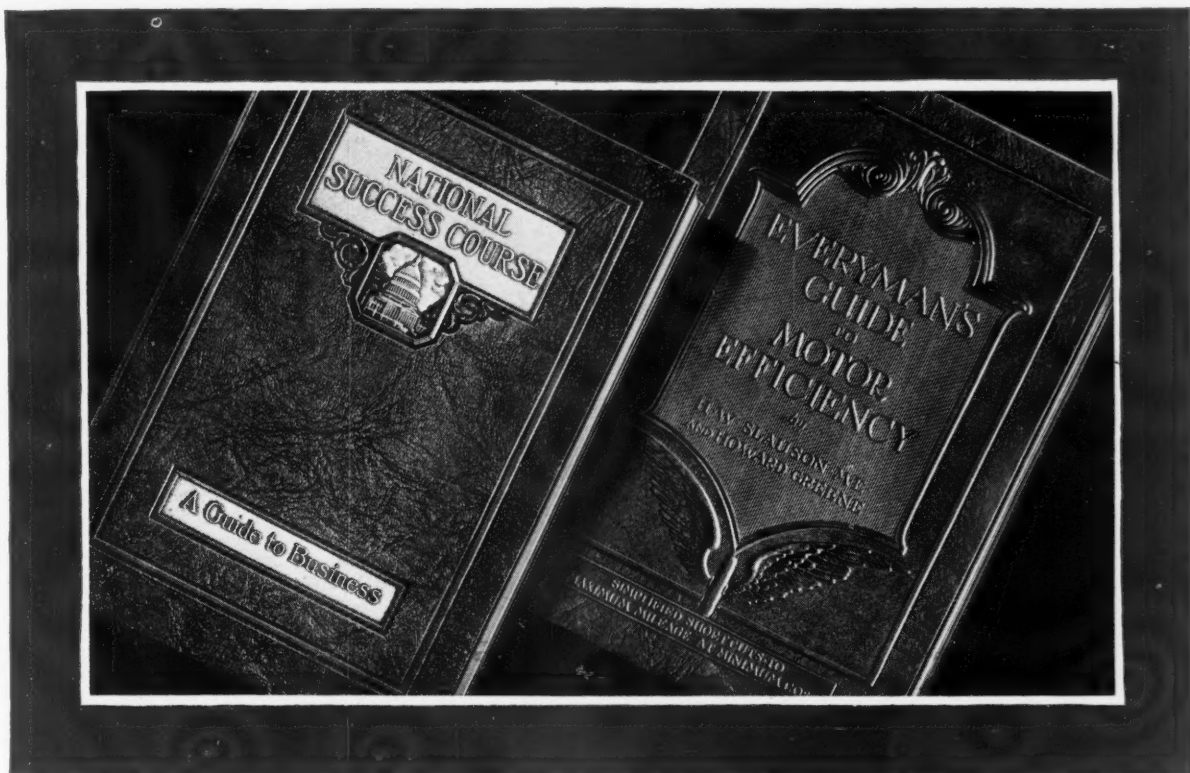
Just how outstanding this event is, and how clearly it reveals the progress of the Chicago Evening American toward its zenith, is demonstrated by (1) a gain of 20 pages in the size of this tremendous paper, (2) a gain of 103 columns of paid advertising and (3) a gain in circulation of 91,572 over the record of a year ago.

# CHICAGO EVENING AMERICAN

a good newspaper

National Representatives: RODNEY E. BOONE ORGANIZATION

*One of the 28 Hearst Newspapers read by more than twenty million people. Member of International News Service, Universal Service and Audit Bureau of Circulations.*



Photograph through courtesy of the American Book Bindery, Inc., New York City

## What impression of your organization does YOUR CATALOG convey?

Your catalog is your ambassador in many a prospective buyer's office. It tells a very definite story about you and your organization. Is it equipped to impress the prospect, to give him a good, favorable opinion of your organization at first glance?

Whether or not your catalog gets a reading depends upon this: "Does it look interesting to your prospect? Will he bother to turn the pages?"

And, as the approach to a book is through the cover—it is important that the cover of your catalog be attractive, strong and interesting looking.



Today—to gain the full attention of buyers—many leading business houses are having their catalogs bound in beautiful, durable du Pont Fabrikoid.

Fingerprints, smudges and other soil can be instantly removed from Fabrikoid with soap and water. Fabrikoid is scuffproof, too—made to stand up under wear and tear. Its neat, sturdy appearance gives your catalog prestige—assures it of getting attention from even the busiest of men.

Write us for full information today. E. I. du Pont de Nemours & Co., Inc., Fabrikoid Division, Newburgh, N. Y. Canadian subscribers: Canadian Industries, Ltd., Fabrikoid Division, New Toronto, Ontario, Canada.

# FABRIKOID

"MAKES COVERS SAY ATTENTION"

Our Department of Design will gladly cooperate with you on questions concerning the making of your catalog covers.

Published every Saturday and copyrighted by SALES MANAGEMENT, INC., 420 Lexington Ave., New York, N. Y. Subscription price \$4.00 a year, in advance. Entered as second-class matter June 1, 1928, at the Post Office at New York, N. Y., under the Act of March 3, 1879. Volume XIX. No. 12.





## When Class Counts

*"You can't make a silk purse out of a sow's ear!"*

Nor can one make a Binder out of shoddy or cheap material, nor delegate its making to one who doesn't know how—and expect it to possess the class necessary to get the preferred attention of busy men of affairs.

First impressions are lasting, and obviously it's the cover of promotional literature that creates the first impression—good or bad—in the minds of your prospects. A good start is half the game, so why not equip yourself at the get-away with a Binder that is representative of your "class"?

*And remember, please, such a Binder need not necessarily be expensive.*

## MOLLOY MADE BINDERS

We make covers for bound books or loose-leaf Binders in any size or style; of artificial leather, Mocotan, or hot-die embossed paper. Designed to your order in any color scheme. Stiff or flexible.

Describe in detail what you want bound—also how and where it is to be used. We will then send you a no-obligation-involved recommendation, with samples, as to correct cover requirements.

## The DAVID J. MOLLOY COMPANY

2869 North Western  
Avenue  
CHICAGO



New York Office:  
300 Madison  
Avenue

# Survey of Surveys

BY WALTER MANN

## Psyching the Ads

Even at a dollar a pound for its astounding poundage in heavy enameled paper, this 362-page "case study of advertising" by Carroll Rheinstrom (Convici-Friede, New York, \$5.00) would doubtless be worth the price.

In its own words, "Psyching the Ads" is "an attempt to study current advertisements which have been victorious in competition, and advertisements which have fallen—to disseminate the known factors surrounding each, and to stimulate the reader's research into their factors of success" (and presumably failure).

Unlike most advertising texts, it states that it has no theories to offer, no rules to obey. Its immediate value is said to be (1) as a textbook of practical advertising procedure, which it is; (2) as a source book for ideas, which it is; (3) as a yardstick of definite situations and results (126 concrete advertising cases, 167 specific advertisements on 57 different types—not varieties—of merchandise or services), which—as far as it goes—it is; and (4) as a missionary of a new advertising understanding in which the scientific approach to advertising effectiveness is of paramount importance.

The writer is to be complimented, not only on the ambitiousness of his undertaking, but also on the staccato advertising copy style with which he has approached 126 different advertising cases. In the main, the cases themselves are, however, so dissimilar that it would take a Philadelphia lawyer (few of whom are engaged in advertising) to put them together in the directly comparable tables which every student of direct-mail returns might hope to find in such a book.

By this let us not misunderstand. As a series of case studies they are extremely interesting, well worth a place in any advertising student's library.

Probably in subsequent efforts (for we are told in the preface that the writer hopes that this will be but one of a library of advertising case books) attempts will be made to get data from similar (perhaps even the same) sets of publications and advertisers under similar conditions and with the same copy.

In subsequent studies, moreover, the date of each piece of copy, as well as a tabular summary comparing various sets of returns with other related sets might well be included for the reader's greater ease in making comparisons of returns under similar conditions.

## Help for the Independent Merchant

"A Winning Hand for the Independent Merchant" is a two-color, twelve-page, copyrighted pamphlet—the first of a series to be issued by the Wholesale Dry Goods Institute (40 Worth Street, New York City) to small retail dry goods merchants all over the United States. They are being mailed out by members of the institute, as

part of a plan sponsored by this organization to educate that part of their clientele to better all-around retail methods.

Main headings in this pamphlet are "Making Your Store Sell for You," "Buying for Value, Style, and Volume Demands," "All Year 'Round Selling Power," "Capitalizing on Personality," and "Quick Turnover and Lower Expense,"—all discussed in a simple, direct style, which gives the small dry goods dealer a chance to rebuild his business on modern lines, if he is keen enough to care to do so. Those who would like to watch the development of this type of retailer may get at least one real slant by watching the type of material with which he is being educated. This pamphlet is available only through wholesalers who are members of the W.D.G.I.

## Retail Hardware Merchandising

The "Blue Book (July, 1929) Issue" of *Hardware Retailer* devotes thirty pages to the seventh annual study of margin, expense and profit made by the National Retail Hardware Association, giving a cross-section of the combined experience of 1,267 retailers. This is the first year these data have been made available in this form, having hitherto been published as a separate pamphlet by the association.

These analyses of 1,267 reports disclose among other facts, the number of retail hardware merchant responders who made a profit or lost money, the effect of volume of business and size of town upon the key factors in store operation, the bearing of sales efficiency upon profits, the financial strength and average income per store owner given by sizes of town or city as well as by sales volume.

A few of the salient facts brought out by the survey, follows:

1. Almost 65 per cent of the reporting dealers made a profit.
2. Relatively few retailers who sold less than \$40,000 attained satisfactory earnings on sales.
3. Dealers located in towns of less than 10,000 population made the most money.
4. Small stores in large cities experienced the greatest difficulties.
5. The need for a careful watch upon margin in its relation to expense.
6. The close relationship between profit and the proportion of margin absorbed by wages.
7. An increase in sales per person employed permits higher salaries and usually results in a reduction in total expense.
8. More rapid stock turnover is a frequent companion of larger profits but its value is nullified when obtained at the sacrifice of margin.
9. Most hardware retailers are in a sound financial condition.

The "Blue Book Issue" is obtainable from *Hardware Retailer*, 915-935 Meyer Kiser Bank Building, Indianapolis, Indiana, at \$1.00 and is well worth it to any one interested in retail hardware merchandising.

**SPokane SUN-GOD**

*Lights the Way*  
**To Worth-While Endurance  
 Flights and Non-Stop  
 TRANSCONTINENTAL AVIATION**  
*"By Going Somewhere"*  
 (Over 10,000 Miles)

*Spokane via San Francisco to New York and Return*

**SPokane COUNTRY**  
 HEART OF THE  
 PACIFIC NORTHWEST

PACIFIC OCEAN

PORTLAND

SACRAMENTO

SAN FRANCISCO

SALT LAKE

CHEYENNE

NORTH PLATTE

OMAHA

CHICAGO

NEW YORK

NICK MAMER

ART WALKER

## SPokane FIRST

**Already Biggest Transportation Center West of Omaha**

**SPokane FIRST:** Spokane was the first city (and only city to date) to sponsor a National Air Derby and Races and make them "pay their way"—Spokane does things!

**SPokane FIRST:** While many endurance flights over various airports have been made, it remained for Spokane and its aviators, Nick Mamer and Art Walker, with the Spokane Sun-God, to light the way by a real worth-while contribution in endurance refueling non-stop transcontinental flights—Spokane via San Francisco to New York and return—Spokane does things!

**SPokane FIRST:** Spokane is already the hub of more railroad mileage than any point west of Omaha, being served by 5 transcontinental and numerous branch lines. These, together with 146 motor busses, make Spokane easily accessible to the 582,000 consumers of its rich surrounding field. Now, in addition, Spokane has one of the best aviation fields of the United States, with air lines connecting with the Pacific Coast and East.

**SPokane's NEWSPAPERS:** THE SPOKESMAN-REVIEW and SPOKANE CHRONICLE are also top-notchers in effective coverage of their urban markets. The combined 93,000 circulation (proved 86% UNduplicated) covers nearly all the 101,735 families in Spokane and the 522 hustling cities and towns of the Spokane Country—per family wealth \$3104 above nation's average—truly an exceptional market, well worth winning completely! Send for special market information.

REVIEW-CHRONICLE GENERAL ADVERTISING BUREAU

**93,000** CIRCULATION **86%** UNduplicated

**THE SPOKESMAN-REVIEW**  
 MORNING-SUNDAY-TWICE A WEEK

**Spokane Daily Chronicle**  
 EVENING WEEKLY

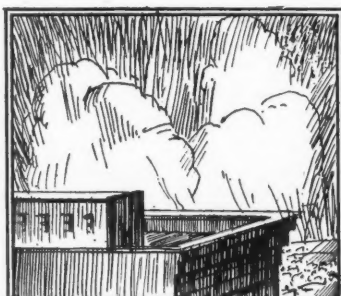
**93,000** CIRCULATION **86%** UNduplicated

COVER SPOKANE AND THE SPOKANE COUNTRY LIKE THE SUNSHINE

REPRESENTATIVES  
 WM. J. MORTON CO.  
 NEW YORK  
 M. C. MOGENSEN & CO., INC.  
 220 Park Avenue

**DOMINANT FARM MAGAZINES**  
 THE WASHINGTON FARMER  
 THE OREGON FARMER  
 THE OREGON PIONEER





# J A M B A L A Y A

In New Orleans you may order Jambalaya a la Creole, which is rice, fresh pork, ham, fine chaurices, onion, butter, garlic, thyme, parsley, bay leaves, cloves, beef broth, chili pepper, salt, cayenne. Or you may order Jambalaya aux Crabes, Jambalaya au Congri or Jambalaya aux Chevrettes.

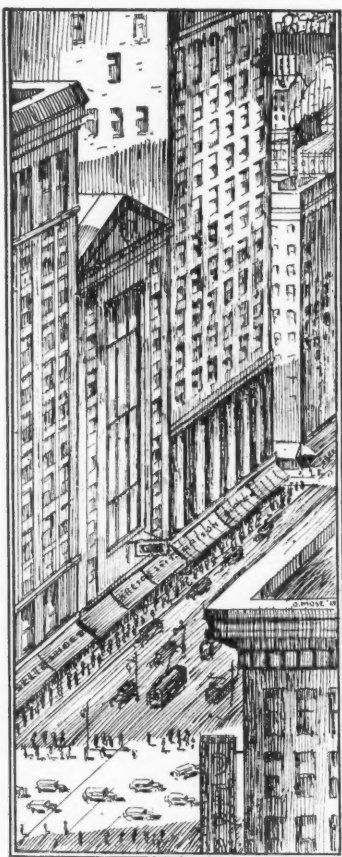
Jambalaya came to Creole Louisiana from Spain and, now, in Orleanese it means "a little bit of everything" . . . like a department store, a little bit of everything.

From a paper of pins to a priceless rug, from a dishpan to the most sophisticated of perfumes, from Ford tires to baguette diamonds . . . a little bit of everything must be sold to everybody in New Orleans' department stores, and of course they have the department store problem of reaching the greatest number of buyers every day at the least cost per resulting sale.

There are six great department stores here. One of them, the largest single user of newspaper advertising in the New Orleans market, has just passed its 90th birthday, only two years younger than The Times-Picayune itself. Founded by Daniel H. Holmes in the days when Canal Street boasted shade trees, crinolines and mule cars the D. H. Holmes Co., Ltd.,

is today an internationally known department store and the yardstick of retail values throughout Louisiana and Mississippi. Today D. H. Holmes Co., Ltd., uses almost two and a half million lines of newspaper space annually.

New Orleans' six big department stores (and soon another will be added to the list) placed a total of 8,787,058 lines of advertising in the New Orleans newspapers in 1928, 39 per cent or 3,406,024 lines of that in The Times-Picayune. Department stores as a group placed 50 per cent more lines in The Times-Picayune than in the next New Orleans newspaper, while the largest single advertiser in the group bought more space in the Times-Picayune than in all the other New Orleans newspapers combined. With one exception all the department store group chose The Times-Picayune



to carry the weight of the year's schedule, using more of its space than in any of the other newspapers.

The significance of department store lineage is shop talk among space buyers for every type of account,

and the New Orleans situation is one to which its dominant newspaper can, in truth, point with pride.

*Member 100,000 Group of American Cities, Inc. Member Associated Press. Representatives: Cone, Rothenburg and Noee, Inc. Pacific Coast Representatives: R. J. Bidwell Co.*

## The Times-Picayune

IN NEW ORLEANS

VOL. XIX. No. 12  
September 21, 1929  
Published Every  
Saturday . . . .

# Sales Management

Publication Office:  
420 Lexington Ave.  
New York. Phone  
Lexington 1760

*Editor*  
RAYMOND BILL

*Advisory Editor*  
HENRY J. WRIGHT

*Associate Editors*  
A. R. HAHN  
HERBERT KERKOW  
JOHN ALLEN MURPHY  
FRED SUHR  
R. C. HAY  
JAMES TRUE  
WALTER MANN  
RAY B. PRESCOTT  
JAMES C. COOK

*News Editor*  
LAWRENCE M. HUGHES

*Desk Editor*  
DOROTHY GUERNSEY

*Art Editor*  
ROYCE CODY  
• • •

*President*  
RAYMOND BILL

*Vice-Presidents*  
PHILIP SALISBURY  
J. F. WEINTZ  
C. E. LOVEJOY

*Treasurer*  
EARL CONSTANTINE

*Secretary*  
T. J. KELLY

*Director of Advertising*  
PHILIP SALISBURY

*Eastern Adv. Manager*  
M. V. REED

*Promotion Manager*  
FREDERICK FRANKLIN

*Circulation Manager*  
R. E. SMALLWOOD  
• • •

*London Manager*  
G. D. YOUNG  
33 Chancery Lane, W. C. 2.

*Subscription Rates:* Single copies, 20 cents. Yearly subscription payable in advance \$4.00 for fifty-two issues anywhere in the United States or its possessions or in Mexico. In Canada, \$4.25, and \$4.50 in foreign countries.

## CONTENTS

Advertising	
Selecting Agencies by Future Versus Past Performance . . . . .	524
<i>By Edgar Paul Hermann, director of publication, Lincoln National Life Insurance Company, Fort Wayne, Indiana</i>	
Direct Mail	
Selling the "Free" Booklet . . . . .	528
<i>By Maxwell Droke</i>	
Distribution	
Will Department Store Chains Eliminate Advertised Lines? . . . . .	527
<i>By Earl C. Sams, president, J. C. Penney Company</i>	
General	
Wanted: \$200,000,000 Products for New York Central Lines . . . . .	530
<i>By Lawrence M. Hughes</i>	
Handling Salesmen	
How to Plan and Use a Standard Sales Presentation . . . . .	521
<i>By R. C. Hay</i>	
Newspaper Advertising	
Cremo Sales Soar to Record Heights During Newspaper Drive . . . . .	523
<i>By T. P. Headen</i>	
Departments and Services	
Survey of Surveys . . . . .	514
The Market Basket . . . . .	518
Latest News in Sales and Advertising, Beginning on . . . . .	534
Editorial Comment . . . . .	544

*Cover etching by Levon West, courtesy Kennedy Galleries*

Published by SALES MANAGEMENT, INC., 420 Lexington Avenue, New York; Chicago Office, 333 North Michigan Avenue. Established 1918 by the Dartnell Corporation; Member, A. B. C. and A. B. P. Operated in association with Federated Business Publications, Inc. Cable, Elbill, New York.

### \$4,708,551.49 Income Per Week

Just one crop return for three weeks—the cash revenue just recorded by the humble tobacco grower of West Florida and Southeast Georgia; cash, mind you! And where will he spend it? Very likely chiefly among advertisers who persuasively tell about the desirability of their products through the one newspaper chiefly circulating in the tobacco-growing area—

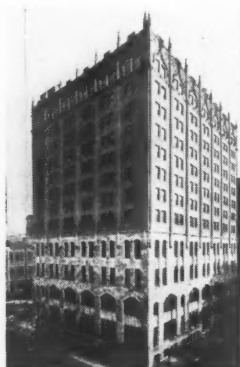
**THE FLORIDA TIMES-UNION**

Jacksonville  
FLORIDA



## Y. W. C. A. Market

Reached Through  
The Womans Press  
the National Magazine of the  
Young Women's Christian Assn.  
A Double Market



Y. W. C. A., Cincinnati, Ohio

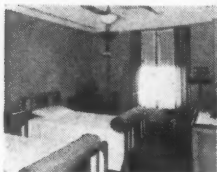
One of 25 new buildings. Nine under construction, 34 being planned. A \$5,000,000 one-year building program.

That Reaches  
Individually  
**600,000**  
Women  
Members  
**196,000**  
Girl Reserves  
**49,000**  
Board  
Members

The key women of  
our cities and towns.

A market that  
reaches buying  
executives for 690  
buildings. Con-  
struction materials,  
furnishings, operat-  
ing supplies.

Bedroom,  
Hotel Figueroa,  
Los Angeles



Beauty Parlor,  
Hotel Figueroa,  
Los Angeles



There are 301 Y. W. C. A. Hotels and "Residences" with 458 regular guests and 135,840 transients.



An All-year-round Camp  
at Asilomar, California  
There are 289 Y. W. C.  
A. Camps attended by  
101,957 girls.

Y. W. C. A. Cafeteria,  
Lansing, Michigan



There are 304 Y. W. C. A. Cafeterias. These serve three meals a day, afternoon teas and club banquets. One cafeteria buys over \$2,000,000 worth of food a year.



Swimming Pool,  
Cincinnati, Ohio  
255,000 girls registered  
in the physical education  
classes last year. 196,-  
000 girls now belong to  
the Girl Reserve group.

## The WOMANS PRESS

published at the national headquarters has mailing lists of buyers of every commodity. These with a complete plan of individual services are free to advertisers.

Write for terms to

**CLARA JANOUCH**

Advertising Manager for The Womans Press  
600 Lexington Ave. New York City

## The Market Basket

### The Price of a Motor Car

In a double-page institutional advertisement, soon to appear in magazines, General Motors will say a few words about a standard price tag which their dealers have adopted. "There is a difference between the list (f. o. b.) price of a new automobile and the price you actually pay," it is explained. "This difference consists of certain additions made by the dealer."

On the standard price tag are shown exactly what the additions are—the list price as advertised by the factory; "an authorized amount to cover the freight charges paid by the dealer and the cost of unloading, inspecting, supplying fuel and oil—preparing the car for delivery to you"; then the "delivered price" and finally the "total delivered price," which includes accessories not included in the list price.

In spite of the fact that some motor car manufacturers are still talking broadly about "unparalleled performance," without getting down to the exact reasons for it, the industry in its promotion is becoming more and more specific. General Motors' price tag is a step in this direction. So is the policy of this and other companies to itemize accessories, included or not. So is the increasing standardization of used car values.

Right along this line, Chrysler did an ingenious, and constructive, thing the other day. They advertised that their new line of Fargo trucks is intended for "eight out of ten deliveries," only. And we wondered how motor car manufacturers would admit, in the glaring headline of a four-column newspaper advertisement, their inability to meet one-fifth of their prospects' needs? After all, there's nothing so convincing sometimes as an admission of fallibility.

### Literature at Woolworth's

Three or four years ago Isidora Newman wrote a very delightful book for children, called "Fairy Flowers," which Willy Pogany illustrated and the Oxford University Press, New York, published. It contained twenty-four little legends of flowers; fifteen full page illustrations in color for \$5. Now comes the F. W. Woolworth Company to divide up Mrs. Newman's book in four parts, and sell each part

at ten cents apiece—making the cost of the entire work about one-twelfth of what it was before. The typography, paper, binding, are cheaper of course, but the books are attractive all the same. All the legends are there. So are the Pogany illustrations, in color.

You can buy other good books—for your little boy or girl, or yourself—at Woolworth's, for a dime; and if a Woolworth's red front isn't in sight, drop into the smaller red front of a United Cigar Store. You can buy standard works there at a quarter of the publisher's list price.

### Smart and Thrifty

Horn & Hardart Company have opened the "world's finest and largest Automat Cafeteria" at Fifth Avenue and Forty-fifth Street, New York, and prosperous ladies, fatigued with the effort of trying on ermine coats and Paris gowns at nearby shops, are expected in to drop a few nickels in the slot for lunch.

Messrs. Horn & Hardart expect to prosper in their new location—and probably they will. We are not sure how many prosperous ladies will eat there, but maybe the number will be larger than we would suppose. If Mr. Ford can sell his town car to bankers and Mr. Ward his seven-dollar shoes to scions of the better families, the Automat people must know what they're doing.

There's something in this Macy slogan about it's being smart to be thrifty.

### A Scotchman's Speech

No man can get very far in this world unless he has a speech to make—although to have more than one speech, when one has as a rule only one fundamental idea to get over, is not thrifty. Mr. Bruce Barton made us realize this. We wrote him the other day for an advance copy of a talk he is going to make before a chain store convention. "I didn't know until I received your letter," Mr. Barton said, "that the title of my speech is to be 'Modern Distribution—Its Possibilities and Responsibilities.' This sounds like a mouthful, but no matter what subject they announce I always make the same speech anyway."

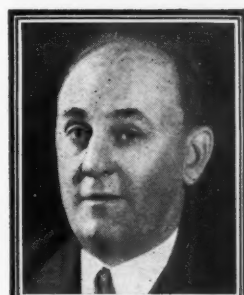
—LAWRENCE M. HUGHES.

# Men and women who do excel

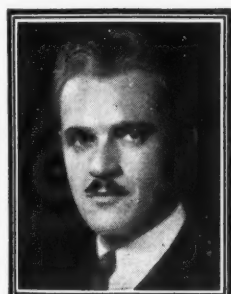
THE finest type of agency service grows out of these conditions: an organization large enough to provide a service wide in scope, yet free enough in its working methods to bring out the best work of which each staff member is capable. It takes time and patience and foresight and money to build such an organization. But it has been built.



ROY S. DURSTINE  
Vice President  
and General Manager  
New York



JAMES D. ADAMS  
Account Representative  
New York



PAUL W. HAWTHORNE  
Art Department  
Boston



ROBERT P. BAGG  
Account Representative  
New York

## BATTEN, BARTON, DURSTINE & OSBORN, INC. ADVERTISING

383 MADISON AVENUE · NEW YORK

CHICAGO  
McCORMICK BUILDING

BOSTON  
10 STATE STREET

BUFFALO  
RAND BUILDING



HARRY J. LATTMANN  
Production Department  
New York



MARY SCANLAN  
Radio Department  
New York



E. EVAN GWYNNE  
Assistant Account Rep.  
New York



THEODORE L. BATES  
Account Representative  
New York



**“local merchants feature products  
NATIONALLY ADVERTISED...”**

**R**eaders of *The Christian Science Monitor* look to it for its advertising as well as for its news. And they do more: they patronize *Monitor* advertisers. They make a direct effort to seek out those merchants in their own communities whose advertisements they have seen in the *Monitor*.

These local dealers feature, in their advertising, products which are also **NATIONALLY ADVERTISED** in the *Monitor*. Thus the consumer sees not only the **NATIONAL ADVERTISEMENTS**, but **LOCAL** ones telling him where the product is for sale. Each dealer's advertisement featuring a nationally advertised product means additional advertising for the national advertiser, paid for by the dealer.

*The Christian Science Monitor* alone offers you this double advantage of **LOCAL** combined with **NATIONAL** advertising. Look into it today!

## **The Christian Science Monitor**

**A DAILY NEWSPAPER FOR THE HOME**

*Published by The Christian Science Publishing Society  
107 Falmouth Street, Boston, Mass.*

### **Branch Advertising Offices**

New York — Detroit — Chicago — St. Louis — Kansas City — San Francisco —  
Los Angeles — Seattle — London — Paris — Berlin — Florence

# Sales Management

The Weekly Magazine for Marketing Executives

VOLUME NINETEEN, NUMBER TWELVE

NEW YORK, N. Y., SEPTEMBER 21, 1929

## How to Plan and Use a Standard Sales Presentation

BY R. C. HAY

In a series of three articles on this subject, Mr. Hay will present the experiences of such concerns as Studebaker, Copeland, National Cash Register, Frigidaire, Felt & Tarrant, American Radiator and others, in increasing the efficiency of salesmen through the use of the standard sales demonstration.

**F**OR years, sales executives have been at loggerheads over the standard sales presentation. Some sales managers favor it, while others maintain that the use of a standard demonstration or sales talk kills

initiative, makes for mechanical selling, and is altogether undesirable.

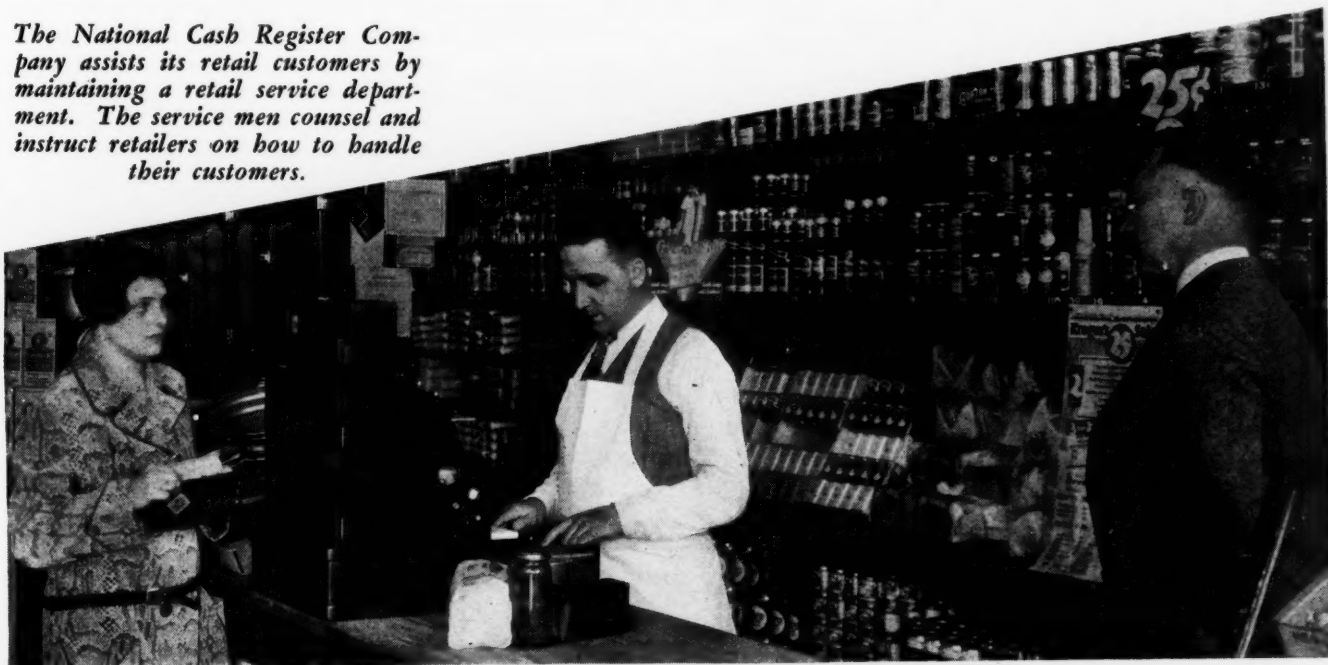
Most of the criticism leveled at the standard sales demonstration is, in reality, aimed at those standard sales talks which are used verbatim by the

salesmen. In an investigation recently conducted by the writer, I failed to find one sales manager who favored having his salesmen use a standard sales talk literally, as written, but I did find a large number of sales managers who are using standard sales demonstrations with great success.

The case for the standard sales presentation is well expressed by R. L. Lee, sales promotion manager, Frigidaire Corporation, who says:

"Frigidaire, together with its parent organization, Delco Light, also the company from which many of the original Delco Light men came, all have been strong advocates of the memorized sales demonstration. The experience of these companies in this regard covers a great many years and

*The National Cash Register Company assists its retail customers by maintaining a retail service department. The service men counsel and instruct retailers on how to handle their customers.*



today, we, of Frigidaire, with its backing, are still as strong for the memorized sales presentation as we ever were.

"You will notice that I am placing the emphasis on the memorizing and have not referred to the 'canned' sales talk. This is a point that many sales managers fail to recognize. The real value to be gained is in the memorizing. One cannot go over a sales presentation a sufficient number of times necessary for memorizing without automatically ending up with the salient sales points of this product indelibly branded in his mind in proper order. The aim in our estimation, therefore, of the memorized sales presentation is to bring this result about rather than to cause the salesman to recite in the presence of his prospect, word for word, his sales presentation.

"Our candid opinion is that, regardless of the end to which the sales manager might go, the percentage of salesmen who will use a verbatim demonstration in the presence of a prospect will be extremely low. We have proved conclusively, however, that a salesman who has been compelled to memorize the demonstration will unconsciously adopt much of the phraseology from the standard presentation, and will, invariably, tend to follow the sequence of the points as outlined.

"The conclusion we have reached regarding the so-called 'canned' sales talk is that it is extremely important to decide whether you wish your salesmen to give a verbatim demonstration to the prospect, or whether you are going to insist that the salesman memorize the story. The two are en-

tirely different. With the experience we have had, I would say it was almost impossible to attempt to force salesmen to give the verbatim demonstration, and if it were possible, the effort would be clearly out of proportion to the benefit gained.

"In training salesmen, Frigidaire insists that all new men be able to give to their instructors the standard Frigidaire sales demonstration. That demonstrates how important we believe the memorizing feature is.

"We know definitely that new salesmen start producing in a shorter time as a result of having learned the demonstration than do those who have not learned this.

"It stands to reason, however, that indirectly, the standard sales presentation affects the overall turnover as a result of its effect on producing successful salesmen."

Mr. Lee adds this interesting statement:—

"I consider it almost folly, over a period of time, to attempt to force an organization to use a verbatim demonstration, but under no circumstances would I ever give up recommending that every salesman in a specialty selling organization be forced to memorize a standard presentation."

Take any group of salesmen, whether dealers' or manufacturers,' tell them about their product, then turn them loose on the job of selling and what do you get? Obviously, you will get as many methods of presenting the best arguments on this product as there are salesmen. Compare two salesmen selling the same product, one

a productive, successful salesman and the other a poorer salesman.

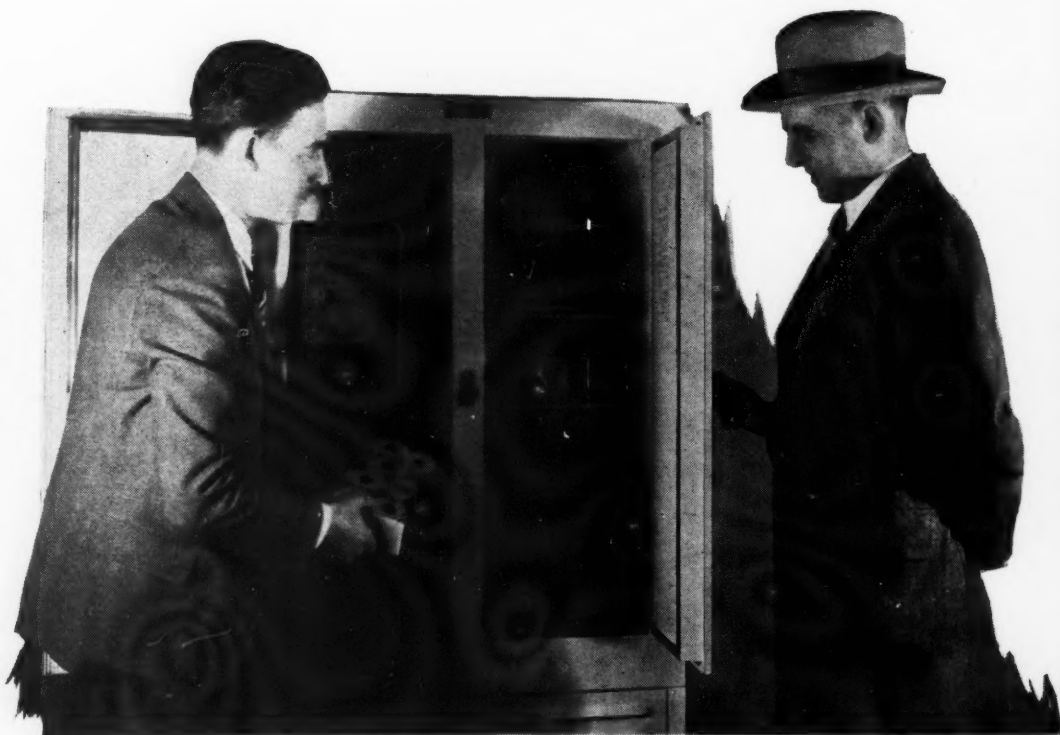
The successful salesman has organized his sales presentation to make use of the most telling arguments in favor of his product, presenting these in the most effective manner. The poorer salesman, on the other hand, while he has access to the same information, flounders along and does not always present all of the arguments in favor of his product, nor does he present what arguments he does use in the best possible way.

It was because of these differences in salesmen that the standard sales presentation came into being many years ago. John H. Patterson, founder of the National Cash Register Company, was probably the first man to use the standard sales presentation in selling. G. E. Irving, of the sales education division, describes the circumstances surrounding the adoption of the standard selling presentation by the National Cash Register Company in these words:—

"We have always used the standardized plan of presentation which was originally put into effect by Mr. Patterson, in the early development of our selling plan. The results of one salesman stood out far ahead of any of the others. His working methods were studied, and it was found that he had a systematic plan of approaching merchants and demonstrating to them. Other salesmen were shown this plan, and their results were so much more satisfactory than with their haphazard methods that it was decided to put

(Continued on page 542)

*Frigidaire insists that all new salesmen be able to give a standard sales demonstration, from memory. The company has proven conclusively that new salesmen start producing in a shorter time as a result.*





Nineteen million cigars oversold! George Washington Hill, president, The American Tobacco Company, in this exclusive interview with Sales Management, presents here a most interesting analysis of the phenomenal success of the Cremo newspaper advertising campaign now being carried on by his company.

# Cremo Sales Soar to Record Heights During Newspaper Drive

BY T. P. HEADEN

WITH an exclusive newspaper advertising campaign still in its infancy—less than six months old—and thus far carried into only a handful of states, the American Cigar Company is selling 800 per cent more Cremo cigars than it did this time last year. With the campaign only begun, more Cremos are being sold in New York alone than were bought this time last year in the entire United States.

In fact, despite tremendous daily increases in production, so successful has this newspaper campaign proved that expansion of the program has been stopped to enable the American Cigar Company's factories to catch up with its orders. At that, they are more than 19,000,000 cigars behind.

Why did this subsidiary of the American Tobacco Company choose newspapers exclusively? According to George Washington Hill, president of both companies, it was because they will return profits at the ratio of four to one, if properly used, although they comprise the most expensive medium available.

"We feel that newspapers offer the best advertising buy, if the problems peculiar to their use are met," Mr. Hill explained.

"In the first place, advertising money never should be spent on a product that is not a natural seller. We chose Cremo from all the brands of cigars we manufacture principally because experience has taught us it will sell profitably even without the

## We'd rather not mention "spit"



... but spit-tipped cigars are a menace!

Do you remember the old, filthy shop where the man in the window rolled the leaves... with filthy fingers... and spit on the ends?

What a far cry this is from the modern certified Cremo Process of manufacture. From the moment the choice Cremo leaves arrive at the Cremo factory they are scientifically treated by U. S. Government approved methods. This purity is carefully safeguarded along every step of the way in the Cremo manufacturing process.

Cremo cigars are free from the danger of "spit-tipping" because they are made by amazing inventions that fill, wrap and tip the cigars in sunny, airy, spotlessly clean Cremo factories.

Distributed by:  
Metropolitan Tobacco Company

No scraps or floor sweepings in Cremo! Only long, filter-wool fresh, tender leaves. To safeguard the cleanliness of this wonderful quality, more than \$7,000,000 was spent to perfect the Cremo Process of manufacture... a process that insures uniformly fine cigars... safe for your mouth! Cremo-proof... immaculate... spit-wrapped... sanitary... the kind of cigar that the late Vice-President Marshall unhesitatingly had in mind when he said: "What this country needs most is a good, sweet cigar."

**Certified For Your Protection By**  
Allied W. M. Co.  
100 N. W. 10th St.  
Miami, Fla.  
Since this book is a guide, it is not to be considered the only one of its kind.

"Most illnesses enter the body through the mouth... but I emphatically say that no smoker of certified Cremo ever runs this risk. Demand the Cremo Process of manufacture; insist on giving Cremo the same standard of purity that pasteurization gives to milk."

**Certified Cremo**  
THE GOOD 5¢ CIGAR  
... THAT AMERICA NEEDED

By talking sanitation we not only placed our advertising in strong competition with the news column of newspapers but we pointed out a public good that Cremos serve.

backing of an advertising campaign. "The second condition which must be met is successful competition, not only with the other advertising in the newspapers, but with its news col-

umns. After a salable product has been selected to push, a newspaper campaign, to be successful, must be designed to take the reader's eye away from the account of the latest murder, scandal, public improvement or divorce. That part of the program's pattern determines whether the campaign will be mildly satisfactory or unbelievably successful as our Cremo campaign is proving to be.

"In Baltimore we made a test of our campaign. We checked our results very carefully and found that we had hit upon a plan that would get us the maximum business for the money spent. After a little experimenting, we determined at what point the law of diminishing returns began to operate, thus learning that two advertisements a week in each community would best serve our purpose. We have done this in Massachusetts, New Jersey, New York and Pennsylvania, chiefly, and we intend to expand our campaign as our factories become better able to meet the quantity demands made on them.

"It was discovered that advertising only once a week brought our message to the public too rarely and advertising three times a week produced little more sales than two insertions. Of course, the reactions of our sales were always the barometer by which we could judge our campaign. It was then discovered that one large ad, followed by a small one, got better results for the money spent than two of (Continued on page 546)

# Selecting Agencies By Future Past Performance

BY EDGAR PAUL HERMANN

Director of Publication, *The Lincoln National Life Insurance Company*,  
Fort Wayne, Indiana

For years a controversy has raged on the subject of speculative plans and copy prepared by advertising agencies. Thanks to the work of a committee appointed by the Four A's, the viewpoint of that group has been made clear. Now comes an advertising man who challenges that viewpoint, who presents arguments which may appeal to many as being sound. The editors feel that the conflicting opinions are possible of reconciliation and will welcome thoughtful letters from readers, offering solutions of the problem, which will be printed in future issues.

THE submission of plans on speculation by advertising agencies gets another lashing by Earnest Elmo Calkins, well-known authority on advertising, in a report recently issued by the committee on agency service of the American Association of Advertising Agencies.

The Committee urges the selection of agencies by advertisers on their record and past performance. Advertisers, however, are interested in future, not past performance.

There are various ways of estimating potential performance, but, to a potential advertiser, what could be more convincing than a demonstration? My car is getting along to the point where it will be soon necessary to trade it in. By the Calkins logic, I should, I take it, select the next car by comparing the financial conditions, the personnel, the factory equipment and the self recommendations of various automotive manufacturers. If any salesman should suggest a trial spin, I

should reply: "Now that isn't fair. Show me your balance sheet and your list of directors. If you give me a ride, you steal just that many miles from some actual buyer. You increase the cost of the car in the consumer. No. No. NO!"

If I should drop into, say, a Nash salesroom, and show some interest in their new models, and incidentally tell them that my old Studebaker is showing signs of hardening of the arteries, he should go to the 'phone and call the Studebaker agency and ask about that guy Hermann and his car. He learns just what the trouble is, the sort of trouble we all have with even our best clients, a little friction, a little misunderstanding and delay—small things besides years of good service. He replies: "Just as I thought. If Mr. Hermann calls again we will advise him to buy another Studebaker." Yes, he will!

If the Nash were Mr. Calkins' client and his advice were the same as to fellow agents in his article, would they follow it? Is it a sin against ethics to be aggressive in selling, within due bounds? Need a code of ethics be so built as to hamstring selling? Should it say to a free lance: "You can't have any ideas unless you take out a license to have them. It would be a breach of professional etiquette to try and sell them?"

Even a dictator can't legislate against ideas. The life stories of the living great of advertising tell us how they won by having and selling ideas. Just because, fifty years later, others try to do the same thing, must they be forbidden such an effective method?

Should things be so arranged that I should write a letter to George Horace Lorimer telling him how for twenty years I had written ad copy, house organ copy, booklet copy, trade journal copy and much minor miscellany, and, therefore, I hoped for a commission to write some stories for the *Saturday Evening Post*? Or should I rather not write some stories on speculation and try to charm him into buying? Should I try the latter method, would I com-



Copies of the original report and also Mr. Calkins' article, may be secured by application to the American Association of Advertising Agencies, 420 Lexington Avenue, New York City.

# Versus

mit an unpardonable sin against those already established writers who can safely, and with some hope of success, pen: "Dear Horace: Will you take a deucedly funny novel I plan to write for you?"

Further, is Mr. Calkins' program necessarily the most successful sales procedure—"teach the advertiser to select advertising agents—not plans." His program is admittedly not the best in the field of life insurance. Suppose one of the agents of the Lincoln National Life Insurance Company goes to a possible prospect and tells him most convincingly about our rapid growth, reliability, strength, service, our beautiful home office building and our Manship statue of Lincoln, would he be as likely to succeed as though he mapped out for the prospect a

thorough, practicable, personal program for protecting his own life values and insurance needs? He would not!

Is it really to the permanent advantage of advertising that strong agencies should make a little circle and attempt to keep all comers out? Is not the competition of new blood the thing that has made advertising what it is? When we get old, we become conservative, and try to protect what we have. As some one has said: "First we get on; then we get honor; next we become honest." We seek to build a code of ethics that will keep the other fellow out of our green pasture—a code that, in all probability, we could not have complied with, in the beginning, ourselves.

There is nothing to be said or to be read into what has been said above, against business codes—but only against the wrong kind of codes and laws which unjustly stifle initiative and enterprise. It would be easily possible to codify the advertising agency business out of business.

Doing things on speculation is no strange or wrong thing. Life is a story of doing things on speculation.

If it were not so, where would be the zest of the game and the joy of trying? We plant wheat and design widgets and educate boys in the hope that all will turn out for the best. Why not dream and submit plans now and then, in the hope that they, too, will be fruitful and multiply. Surely there might well be restrictions on abusing plan submitting, but that is possible. As a matter of fact, abuse, given time, will almost always restrict itself.

Mr. Calkins will surely admit there is nothing wrong in an advertising agency copy or plan man, who gets an idea or even an inspiration, submitting it to a client. But suppose he has no client who could use this particular inspiration. Is there any crime in submitting it to a prospective client? Nor is it necessary that the idea or hunch need be expensively dressed in art paper and art work before it be submitted.

It is true that some agencies, particularly big agencies, have gone to extremes in spending money in "dolling up" weak plans for submission on speculation. Naturally, such ventures frequently fail. Likewise it is true that many agencies have made pitifully weak and unsuccessful sales efforts at "selling the agent, not the plan." Extremes in either, or in anything, is not a commendable program.

The making of plans on speculation might be analyzed a bit. Why is it ever done? All sales are not alike. In some cases the buyer takes the initiative, in others the seller. When the former is the case it is reasonable that the buyer pay a fee for

Photo by Anne Shriber



*"When the board of directors considers the selection of an advertising agency, what do they want to know? . . . More than anything else, they want to know what a particular agency has to offer their particular business."*



plans. In the second event, it is reasonable and fair that the seller demonstrate in some measure what he has to offer. All selling of advertising service need not be on a basis of bunk and blue sky.

Conditions of selling advertising service may be a factor. The same rule may not necessarily apply in trying to sell such service to: a non-advertiser possibility, an advertiser with no agency connection, an agency-serviced advertiser who is either unsuccessful or dissatisfied or both, a happy, successful agency-serviced advertiser.

In the case of the last, let Mr. Calkins have right. Perhaps the submission of plans on speculation in this case may start some of the havoc he fears sometimes. But, generally speaking, even in this case, should all doors be closed by code or law or custom? Why should not a young, aggressive, competent agency organization go hunting for bear as well as for rabbit—and go hunting with the best of all ammunition: ideas? That doesn't seem to be the heinous crime that Mr. Calkins would have it.

In the case of the non-advertiser, and other dissatisfieds, might not a sales attempt based upon a seemingly feasible program be the most likely form of strategy? Mere talk, and generality, and attempt to overawe the poor advertiser is not likely to get very far any more, when the agency seeks the contract, rather than the advertiser going out and asking the service of the agency.

### Eliminates the Incompetent

Neither does the idea of a contest seem to be necessarily and always as terrible as Mr. Calkins makes out. It has the merit of quickly eliminating the very incompetent and impossible in most cases—and otherwise they may prove very costly to the advertiser who must pay the bills.

Mr. Calkins is, it seems to me, consistently, advertising-agent-minded rather than client- or advertiser-minded. He gives the advertiser small part in advertising, except paying the bills. It would seem that the client should have a very minor role if any, in advertising planning. The client is continually berated; Mr. Calkins is annoyed at advertisers who request submission of plans on speculation. How often does an advertiser make such a request unless the suggestion that he do so comes from some agency—and even then how seldom does he take any such initiative! Usually an agency starts the fireworks. The bad ethics, if any, is to be found on the side of the agency rather than the ad-

vertiser though Mr. Calkins seems to imply differently.

An advertising agency, like any other business, has to budget selling costs. If it were possible to do business without client or sales acquisition costs, there would be no need of advertising or of advertising agencies. Naturally, all of us wish to keep such costs down as far as possible and to minimize the number of unsuccessful sales attempts. But this does not mean the abandonment of reasonable sales efforts, nor that such costs would necessarily be reduced by arbitrarily ruling out all plans involving ideas on speculation. Carried to a logical extreme, a ruling against submission of plans on speculation would be *dicta* against all sampling, all demonstrations, most exhibits, and all trial orders, in merchandising strategy.

### Professionalizing Advertising

Mr. Calkins is concerned that advertising agencies professionalize. Fine—unless that means parting close company with selling. If fraternizing with technicians and professions means raising, as it might, of barriers and bars of professional courtesy and the introduction of hidebound, highwall practices, it would be a pity to professionalize further. If advertising ever gets out of step with selling and tries to waltz with pedants, God help it!

Does Mr. Calkins really and truly believe that all other agents are "just as honest and capable and experienced" as he is? No individual differences and advantages? That is what he says. Can collective faith in a professionalized advertising as a whole, replace enthusiasm for one's own company?

Mr. Calkins plays hard on the bells of agency fear of losing accounts. Does no one else in business face similar peril? Is that not a sporting chance we all must take—measure up or fall? You can't set the advertising agency on a pedestal and get away with it. It is a part and parcel of business. Amputate it from business and it dies. It must follow the same general principles and accept the same general hazards that all business must face.

Now, what does an advertiser want to know when selecting an agency? Records the agency has made? Yes. Equipment? Yes. Personnel? Yes. Reputation? Yes. Financial ability? Yes.

But aside from these general particulars he would want to know about any firm with which he considered any connection, the advertiser seeks to know what a particular agency has to

offer his particular business. He is concerned that the agency can quickly master the particular field—that it has brains able to understand the complexities of the particular business. He wants to know that the agency will function smoothly and tactfully with the various personalities involved. Most of all, he wants to know that the agency can gear in with the particular plans and aims and ideals of the particular firm, that it can carry on and carry through, that it can adapt its work to the common plan and goal, and that it can draw its plans and inspiration from the common reservoir of fact and program of that particular business, and play its part with consistent teamwork and without undue grandstanding.

Quite an order! How is the advertiser to get a notion of the particular agency's ability to do all this? Not by elaborate, completed copy and art work and plans submitted on speculation, in most cases. The advertiser does not ask them, does not want them, though in all too many cases that is what the soliciting agency wants to give. It offers pretty displays of artwork, much colored cardboard and art paper and fluff—and usually but little of what the advertiser wants—something that will give him an inkling of the ability of the agency to rise to the occasion.

Something to indicate that sometimes there will be perhaps a flight of imagination and a touch of merchandising genius greater than the advertiser may ordinarily expect from his own limited resources. Something that gives promise that the agency will "get" his problems and that some real solutions will be more than vague possibilities. Something that shows the agency is equipped to help him with his own selling job.

If that something can be an idea, and a bit of planning on speculation, or if it is to be found in the record and personality presented in the sales effort, makes little difference. Neither need necessarily be barred from consideration.

### "Eights" Top "Sixes" in Studebaker Survey

According to a compilation just made by Studebaker Corporation, forty-two out of forty-three states, reporting new car registrations by chassis, showed a marked increase in the purchase of eights above \$1,000 for the first seven months of 1929, as compared with 1928, the increase in eights running as high as 503 per cent in one state, with an average of 94 per cent for all.

# Will Department Store Chains Eliminate Advertised Lines?

BY EARL C. SAMS

*President, J. C. Penney Company, New York*

**M**Y answer to this question is in the affirmative.

More and more I believe that, except in the case of food products, the manufacturer of advertised brands will need to find his outlet with the independents rather than the chains.

On the other hand, I see no reason why the independent manufacturer and retailer working together—the one making advertised lines, the other selling them—should not continue to expand.

I need go no further for facts to substantiate both of these statements than our own organization. As the result of a survey of nationally advertised as against private brands, handled by our 1,400 stores, which we have just completed, I find that less than 3 per cent of the merchandise we sell are of brands other than our own. Most of this 3 per cent consists of toilet goods and rubber footwear.

It has always been our policy to put into our products every bit of value we can, regardless of brand. The fact that each year we are carrying fewer nationally advertised lines does not imply that we find them of less value, or more expensive, than the others. A proportion of the lines we carry are manufactured by concerns doing national advertising and promoting other brands of their own. Because of the tremendous buying power of our organization, which this year will do \$215,000,000 in retail business, however, we are in a position to get better prices than smaller concerns. We also find it increasingly desirable to emphasize above any brand or any group of brands—even our own—the identity of the J. C. Penney stores and the service they can render in supplying an increasingly large part of the communi-



Earl C. Sams

**SALES MANAGEMENT** has been printing articles from leading executives on the problems manufacturers face in selling the mass distributors. In the issue of September 7 a Chicago sales manager outlined the specific problem his company is now facing, under the title, "A Chain Offers to Take 12 Per Cent of Our Output—Shall We Accept?" Readers are urged to refer to this article, and to the answer written by Irving S. Paull, in the September 14 issue. Mr. Sam's remarks have an important bearing on several of the questions involved.

ties' needs. In no case do we interfere with any manufacturer. In no case do we use coercion. It is, however, the business of a distributor to get the most possible for the money he has to spend.

Another reason for developing our own brands is to obtain uniformity of quality. It is this uniformity which has been responsible for the development of the Penney organization. We have built our business on it and we intend to continue along this line. We

have, relatively, no manufacturing facilities, and we do not intend to develop them. The J. C. Penney Company is primarily a distributing organization. We shall continue to buy from any manufacturer who meets our standards and can fill our requirements, and to cooperate with him in every way that will be mutually helpful.

As a chain store organization our position is in many ways unique. We are today the largest group of department stores in the world. Our stores are located usually in towns of from 3,000 to 50,000—although we have many in larger cities, chiefly in the West, such as Oakland, Portland and Salt Lake City. Our chief competitors in the cities and towns in which we operate are the independent stores, and as I mentioned in an address last week before the Conference on Retail Distribution at Boston, we feel that the operations of our stores in these various cities and towns have not only stimulated the business of independents already there, but with the chain store becoming in a sense a business center, attracted other independents as well as much additional business to that locality.

We are promoting our own lines and our own identity through every available media. This year we shall spend in advertising over \$3,000,000—two-thirds of which is devoted to local newspaper space, and somewhat less than one-third to magazines. Newspapers we have found to be our best sales agent, and we shall continue to use them more and more. Both the advertising appropriation and the sales quota for the various units, and for the aggregate, are based on past experience.

*(Continued on page 552)*

# Selling the "Free" Booklet

Many a fine piece of direct advertising gets pitched into the waste basket because nothing has induced the prospect to nibble at the contents. The right letter can help to overcome this initial disinterest without spoiling the story.

BY  
MAXWELL  
DROKE

THE letter accompanying your descriptive booklet, whether sent in answer to an inquiry or to a "cold" prospect, has one major mission to perform. That is to get the reader into the book. Arouse his interest and curiosity. Give him a hint—and only a hint—of the treasures to be found within its pages.

Far too often we forget this fundamental and try to tell the complete story in our letter; or we find the letter pulling in one direction, the booklet in another.

Letters of this type should perform the same mission as a good presiding officer in introducing the speaker of the day. They build up a background; get the audience in a receptive mood, ready and eager to listen.

Here's a letter doing that very thing and doing it well. It was sent, a few years ago, to a "cold" list of laundry owners by a manufacturer of light delivery trucks. See how every effort is bent toward selling that book. And the book in turn sells the proposition: Dear Sir:

If other laundrymen—men whose problems are your problems—can save from one to five minutes on *every* delivery—if they can make *more* deliveries each day—and at a lower cost—

—then you want to know just **HOW** it is done. And you *shall* know. The actual account of a delivery system that will accomplish these very things is set down in an intensely interesting book, "Keeping Delivery Promises."

Here is your copy of the book.

This is one of a number of articles on direct mail which Mr. Droke, head of the Business Letter Institute, has written for SALES MANAGEMENT.—THE EDITORS.

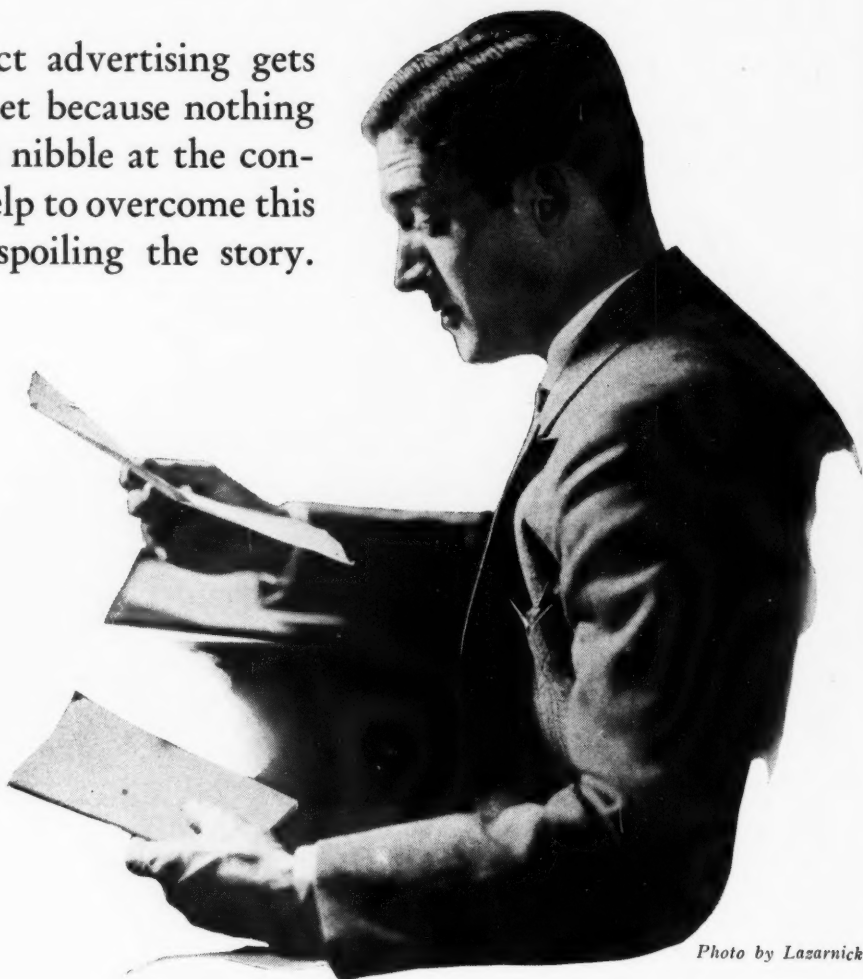


Photo by Lazarnick

*A letter that accompanies a booklet should perform the same mission as a good presiding officer in introducing a speaker.*

Turn to it now. Read every word. Find out what other progressive laundrymen have accomplished—and how you can apply their system to your business.

You cannot possibly invest twenty minutes to better advantage.

\* \* \*

Two more letters, used by the same concern—one to bakers, the other to cleaning and dyeing establishments: Dear Sir:

Before the clock on your desk ticks out another half-hour you may know positively **HOW** to save from one to five minutes on *each* delivery; **HOW** to crowd *more* deliveries into every working day; **HOW** to cut your delivery costs to the core.

This actual information is contained in an intensely interesting book, "Getting There On Time," a copy of which is enclosed. You will find that it deals with facts—cold, vital facts.

The men who wrote "Getting There On Time" are practical business executives—men who know the problems of the baker, and just what you want and need in a delivery system.

Turn to the book—now!

\* \* \*

Dear Sir:

This letter introduces a book—probably the most remarkable book ever written for cleaning and dyeing establishments—

—a book that tells positively how one to five minutes may be saved on every delivery; how *more* deliveries may be made each day, and how delivery costs may be materially reduced.

This plain, common-sense account is called "Making Your Promises Come True." Your copy is enclosed. You will find that it deals with facts—cold, vital facts about your delivery problems, and how you can solve them.

(Continued on page 549)



... another chapter in *The World's* new history

---

---

## **CITY Circulation**

STANDARD SIZE

### ***Morning Papers:***

#### **THE WORLD**

287,117

#### **2nd Paper**

260,869

#### **3rd Paper**

157,657

#### **4th Paper**

134,805

---

---

**The Morning  
World has the  
largest circu-  
lation among  
all standard-**

**sized morning newspapers in New  
York City. Since an average of  
75% of the business of all New  
York stores comes from the city  
districts, it is important to re-  
member that The Morning World  
offers the greatest coverage of  
these districts, leading its nearest  
standard competitor by 27,000.**

TRIBUNE TOWER

*Chicago*

GENERAL MOTORS BLDG.

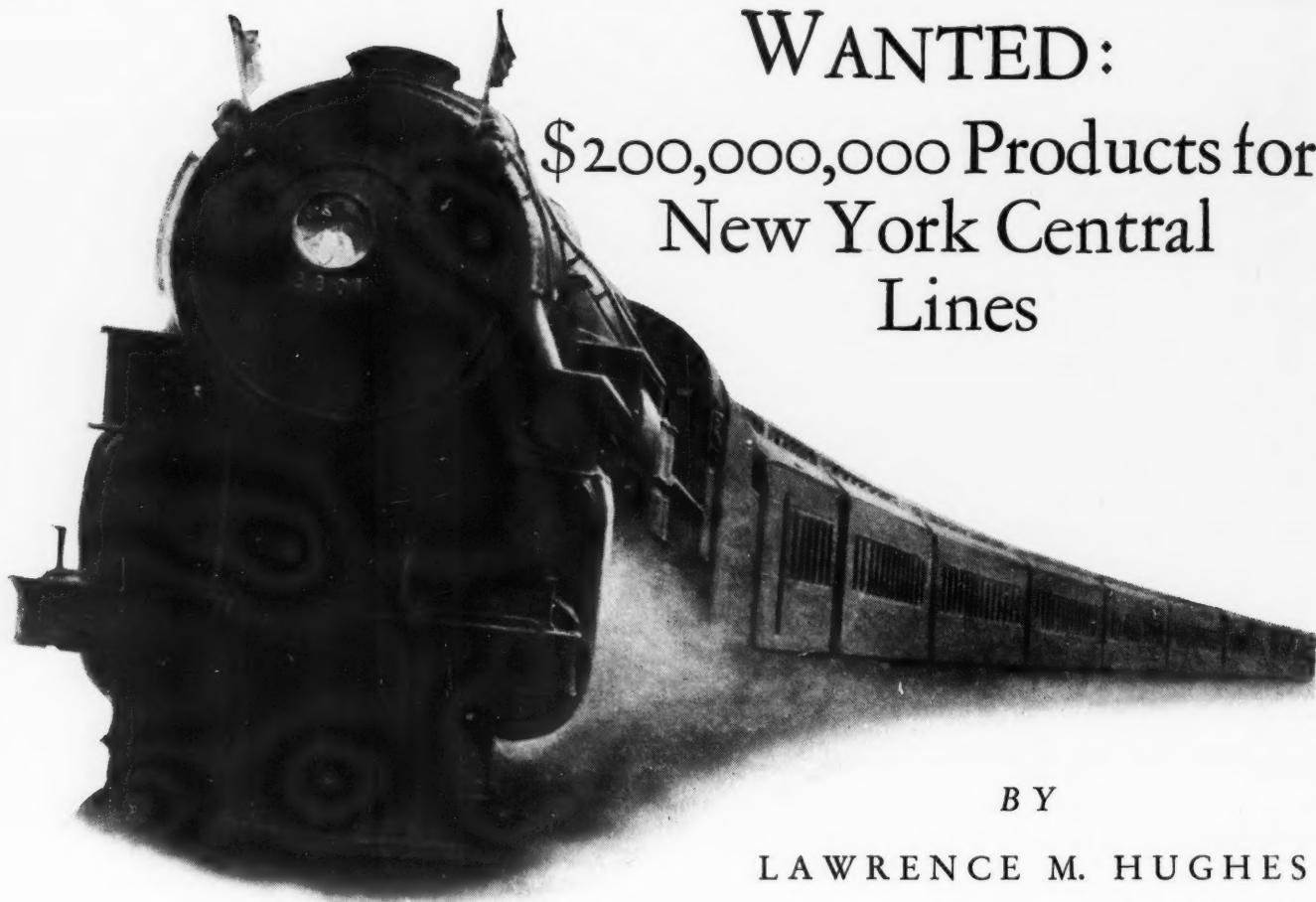
*Detroit*

**The New York World**  
MORNING AND SUNDAY

**Pulitzer Building, New York**

---

---



# WANTED: \$200,000,000 Products for New York Central Lines

BY

LAWRENCE M. HUGHES

**I**F you have anything to sell you might join the procession to 466 Lexington Avenue, New York City, principal purchasing office of the New York Central Lines. An average of fifty salesmen are now making that pilgrimage daily and a few more or less would not make any difference. Besides, the New York Central Lines might turn out to be your best customer. Under the general supervision of W. C. Bower, manager of purchases and stores, these lines buy about \$200,000,000 worth of products each year. Their "purchasing power" is among the half-dozen greatest in the country—exceeded to any large extent only by the United States Government itself.

You need have no fears of your reception. You can depend on a hearing, for it is the policy of purchasing executives of the New York Central Lines to see everyone who calls. It is all a part of their job.

It does not even matter much what you have to sell. The chances are fairly good that they can use it. The list of items passing through their purchasing department amounts to more than 50,000. It takes a lot of things to keep a railroad going.

For example, you may have noticed locomotives carrying two green flags

on the front end. These are not decorations. Indeed, they may be soiled and even a little frayed. But whatever their condition, every employe of the operating department will understand that they mean another section of the same train is following at a respectful distance.

These flags may seem an insignificant part of railroad equipment; but these and other flags of various colors for different purposes call for the annual purchase of about 65,000 yards of bunting.

If you can convince the purchasing agent that you have a better line of bunting than is now in use, or an equally good bunting at a lower price, you may make a sale. This same principle applies to every other item for which the railroad is in the market. Every product which the New York Central buys is open to competitive bidding and practically every product used is purchased in the open market. The company manufactures very little of the materials it uses. In fact, it produces nothing but some gray iron castings and a still more limited amount of forgings. In no other fields does it compete with industry.

Although all goods are given careful consideration by the purchasing

department the great bulk of supplies are ordered from specifications. Even cotton waste is purchased according to specifications set forth for the various kinds and qualities and for the uses to which it is to be applied. For so important an item as steel rails specifications, of course, are still more rigid.

Of the total of \$200,000,000 spent annually by the purchasing department two-thirds—about \$135,000,000—go for maintenance supplies. The larger group of items amounts approximately to \$26,545,000 and is for steel products including rails, angle bars, spikes, bolts in infinite variety, etc.; fuel (almost entirely bituminous coal) \$18,150,000; ties, timbers, planks and other forest products \$9,200,000; miscellaneous items including such things as cement, lubricating oils, metals and metal products, crushed stone for ballast, electrical materials, air brake materials, stationery and printing, rubber and leather goods, painters' supplies, incidental train and station supplies, and so on, world without end, amount to \$18,200,000. Stationery and printing are expensive items. The New York Central Railroad last year paid out \$1,375,000 on this account, the Michigan Central, another of the group, \$460,000.

(Continued on page 548)

**TIME**

TO REACH THE MOST INFLUENTIAL U.S. FAMILIES -- ECONOMICALLY, EFFECTIVELY.

*28 Out of 30*

[ —of the most important travel  
advertisers now use TIME. ]

Advertising managers of great travel firms are necessarily most careful in the distribution of their appropriations.

The travel advertising manager seeks to reach the leading U. S. families—those with leisure, money and an influence over the travel-habits of others.

TIME's treatment of the news of the entire world particularly appeals to the traveled class.

[ TRAVEL  
VITALITY ]

*Would it interest you to know where 4,000 TIME subscribers have already traveled, and where they expect to journey in the next five years? Write the Promotion Manager . . . 205 East 42nd St., New York.*

THE VITALITY OF TIME'S PAST AND PRESENT INSURES TIME'S

**FUTURI**



# Janesville(Wis.) is building..and growing

A \$2,000,000 building program, increased industrial production, improved farming and dairy country all recommend this municipality.

**H**ERE is photographic evidence of just a single phase of Janesville's many evidences of prosperity—the \$2,000,000, 1929 building program. Even more extensive building is anticipated for next year.

Further proof of wealth and buying power is found in Janesville's industrial payrolls which now total over \$7,500,000 annually. Bank footings advance to keep pace.

Building permits from January to September of this year go sky-high, almost doubling for first 8 months of 1928. Building permits amounting to \$1,327,000 have been issued for these 8 months in 1929 as contrasted to a total of \$989,000 for the entire 12 months of last year. Add to this activity the extensive \$400,000 school program. Then consider another \$110,000 for city improvements of Janesville's prosperity.

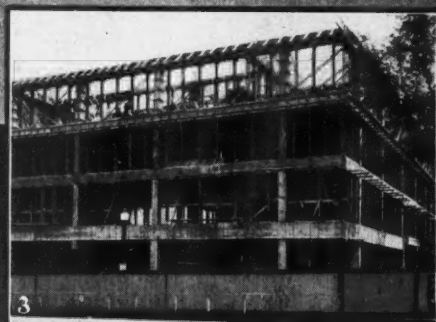
Janesville has a greater tonnage of railroad freight than any city of the state except Milwaukee. It seeks industries of a high character and holds a standing invitation to manufacturers wanting a location within 27 miles of the Chicago commuting zone to make

investing  
richest  
The sa  
ville an  
checks,  
There's  
Here is  
Equally  
the fac  
In fact,  
its buyi  
In its h  
read in  
cities a  
into 13  
This bla  
a true "i  
sive cir  
vertising

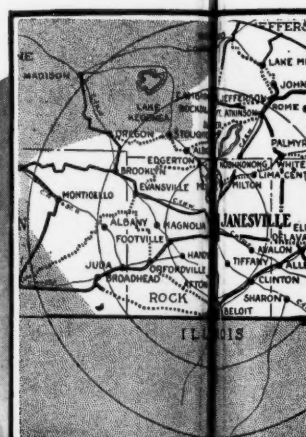


1. \$50,000 is being spent by J. M. Bostwick and Sons—Southern Wisconsin's largest department store.

2. \$24,000 was spent by F. W. Woolworth Company to improve their Janesville store.



3. \$550,000 Hotel Olsen-Janesville—showing progress to August 15—4 floors up—2 more to go.
4. Pouring concrete, part of \$250,000, three-year improvement schedule.
5. \$18,000 being spent by A. Leath & Co., retail furniture chain, to modernize Janesville store.
6. \$12,000 street repair program—tearing up street car tracks—making wider downtown streets for heavier traffic—made possible by new bus lines.



Here is the Janesville area—Janesville city of 20,000, together with 42 thriving towns and cities and hundreds of farm homes. It is definitely a part of the Chicago market not the Milwaukee market. It must be treated to as a separate unit. The new Directory of the Janesville territory offers facts about the territory. Lists 2,114 retail outlets. Invaluable to sales and advertising. Write for it today. Learn how other sales and advertising splendid results from the prosperous Janesville area.

## The Janesville

**JANESVILLE,**  
Evening—Except Sunday

H. H. Bliss Publisher  
Thos. A. Murphy Advertising Manager

# growing in wealth and buying power

ustrial payrolls, splendid prosperity in the surrounding  
d this market to sales and advertising managers

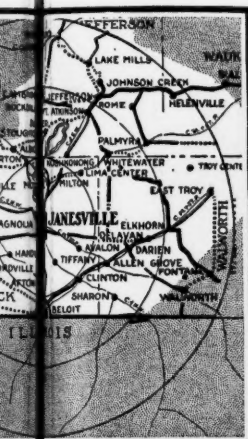
investigation. Within a 12-hour ride into Janesville there are 15,000,000 people—the greatest, richest and most easily reached market in the United States for a greater number of products. The same conditions exist in the 42 smaller towns and cities that comprise the Janesville area. And out on the farms—dairymen are receiving big milk and cream checks, crops are in splendid shape. Corn and tobacco promise record harvests. There's no cry for farm relief here!

Here is a market with ready money—with buying money—waiting for you! Equally as remarkable as the buying power of the Janesville area is the fact that you need use but one newspaper to sell this market.

In fact, there is but one newspaper with which you can tap its buying power. That paper is the Janesville Daily Gazette.

In its home city of 26,000 people, the Janesville Gazette is read in 15 out of 15 homes. In the smaller towns and cities and the farming country the Gazette goes into 13 out of 15 homes.

This blanket coverage makes the Janesville area a true "one newspaper market." Such intensive circulation cuts sales costs and advertising costs far below the average.

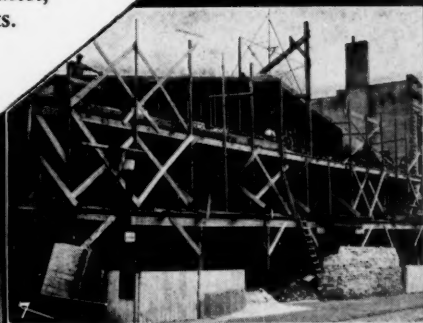


Here is the Janesville area—Janesville city of 26,000 people, together with 42 other towns and cities and hundreds of homes. It is definitely not a Chicago market nor a section of the West. It must be sold and advertised. The newly published Retail Directory offers 32 pages of invaluable information. Lists 2,144 retail outlets, classified by towns and cities. Advertising executives and salesmen. Over 500 advertising organizations have won big business in the Janesville area.

## Janesville Gazette

JANESVILLE, WIS.

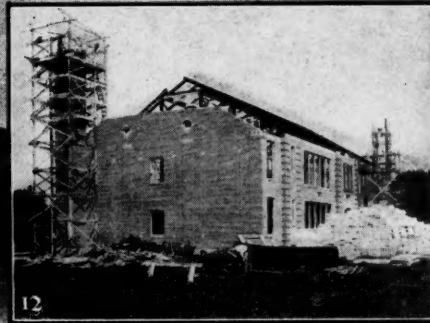
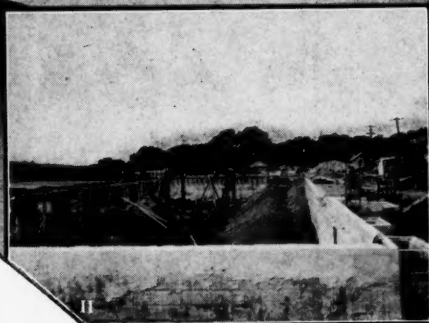
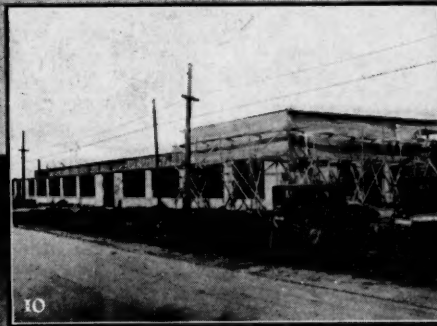
—Except Sunday Weaver-Stewart Co., Inc. Representatives  
NEW YORK, PHILADELPHIA, PITTSBURGH, CHICAGO



7. A \$5,000 front remodeling job by the R. W. Motor Sales Company—Janesville Chevrolet dealers.



8. The new MYERS' HOTEL, corner Main and Milwaukee Streets in Janesville—just remodeled inside and outside at a cost of \$40,000. Completely modern.



9. \$25,000 building just completed by Whaley & Overton—Janesville undertaking firm—in downtown section.
10. Northern Conveyor and Manufacturing Company factory addition, costing \$25,000, one of Janesville's young and growing industries.
11. Foundation for New Western Avenue School—largest unit of Janesville's \$400,000 Elementary School building program for 1929.
12. New Ringold Street School, Janesville—one of 2 new schools and 2 new additions going up this year—to give Janesville adequate Elementary School facilities.



## Alexander Throws Salesmen in to Close Distributor Gaps

To close the gaps in their distribution scheme, where distributors have not yet been appointed or where franchises have been discontinued, the Alexander Aircraft Company, Colorado Springs, Colorado, has inaugurated a plan of allowing transport pilots to borrow new demonstrator planes and tour open territory, flying passengers to pay expenses, and selling the company's planes on commission.

"Automobile salesmen, for instance, are hiring transport pilots and flying on sales promotion," explained J. A. McNaney, vice-president in charge of sales of the company, in describing the plan to SALES MANAGEMENT.

"Our franchises reserve the privilege to cancel a distributor's exclusive rights in event of continued inactivity," Mr. McNaney added. "We take such a step only after every effort, including the dispatching of a factory representative to his headquarters, has been taken to stimulate the distributor to action and to help him.

"As production in our factory is scheduled on a mass basis, it is imperative that the distribution system be active at all times. Our organization was launched the day our plane first demonstrated popular flying characteristics. It was built to be effective immediately and to be capable of expansion. Our present force of thirty-six distributors and 143 dealers furnish sufficient orders with cash deposits to justify heavy production.

"Our distributors are granted exclusive territory rights and are responsible to the company for the satisfactory development of their territories. They are required to maintain a demonstrator and to work their districts consistently.

"Distributors are expected to subdivide their territory into districts and to appoint dealers in exclusive territories. Dealers are also required to maintain demonstrator planes. They, in turn, name representatives in their districts who work on commission or perhaps receive a small drawing account at the option of the dealer.

"Most airplane pilots are poor salesmen, and most good salesmen know little about airplanes. Recognizing this fact, the Alexander company is opening an airplane sales school for the dual purpose of training pilots to sell and educating salesmen how to sell planes.

"The course includes daily lectures by airplane sales experts and factory tours to teach airplane construction."



J. A. McNaney

### General Baking Plans \$1,100,000 Program

The 1929 advertising program of the General Baking Corporation, New York, will probably cost \$1,100,000, F. H. Frazier, chairman, announced this week. This will be the third year the appropriation has exceeded \$1,000,000.

"Although our advertising expenditures run into large figures," Mr. Frazier said, "they really amount to about one-fifth of a cent on each of the 500,000,000 loaves of bread now being made annually throughout our fifty plants."

Advertising expenditures and bread production of the General Baking Corporation both were increased 50 per cent from 1921 to 1928, while net earnings showed a gain of 350 per cent in the same period.

### R. C. A. Will License General Motors Radio

David Sarnoff, vice-president and general manager of Radio Corporation of America, announced this week that "discussions are in progress between his corporation and General Motors Corporation in connection with a licensing arrangement for the manufacture by General Motors of radio receiving sets under patents of the Radio Corporation. This plan of General Motors was announced in SALES MANAGEMENT, September 14.

### Ben D. Jennings Heads Underwood & Underwood

Ben D. Jennings has been elected president of Underwood & Underwood, photographers for advertisers and others, to succeed James Elliott who died suddenly a couple of weeks ago while on a vacation trip. Mr. Jennings was also elected head of the Elliott Service Company, window display and industrial advertising, New York.

Mr. Jennings joined the Elliott Company in 1923—becoming, in 1924, vice-president and secretary. A year later, he was elected vice-president and secretary of Underwood & Underwood, which at that time was affiliated with the Elliott company. Previously he was in Critchfield & Company, Chicago, Dorrance Sullivan & Company, New York, advertising agencies; the Burroughs Adding Machine Company, and Frederick Stearns & Company, manufacturing pharmacists, both of Detroit.

### Wall Street Journal Plans Coast Edition

A Pacific Coast edition of the *Wall Street Journal* will be launched next month by Dow, Jones & Company in San Francisco, and will be published simultaneously in California and the Pacific Northwest. It will be the first Dow, Jones publication away from the Atlantic seaboard and will be edited by H. C. Hendee, who has been in charge of the company's ticker service there. Hugh Bancroft, president of Dow, Jones & Company, and publisher of *Barron's* financial weekly; the Boston *News Bureau* and the Philadelphia *Financial Journal*, will be president of the Pacific Coast organization, and Kenneth C. Hogate, vice-president and general manager of the *Wall Street Journal*, vice-president. R. Gordon Murray, until recently head of the Pacific Coast activities of Doremus & Company, financial advertising agency, will be advertising manager and vice-president.

### To Push Fibre Products

A fibre products department has been formed by the United States Rubber Company, with R. P. Rose as general manager and D. C. Cochran sales manager to develop products and markets in which Latex, rubber in liquid form, is used in conjunction with unwoven fibre, and which will be sold through offices at New York, Chicago and Cleveland.

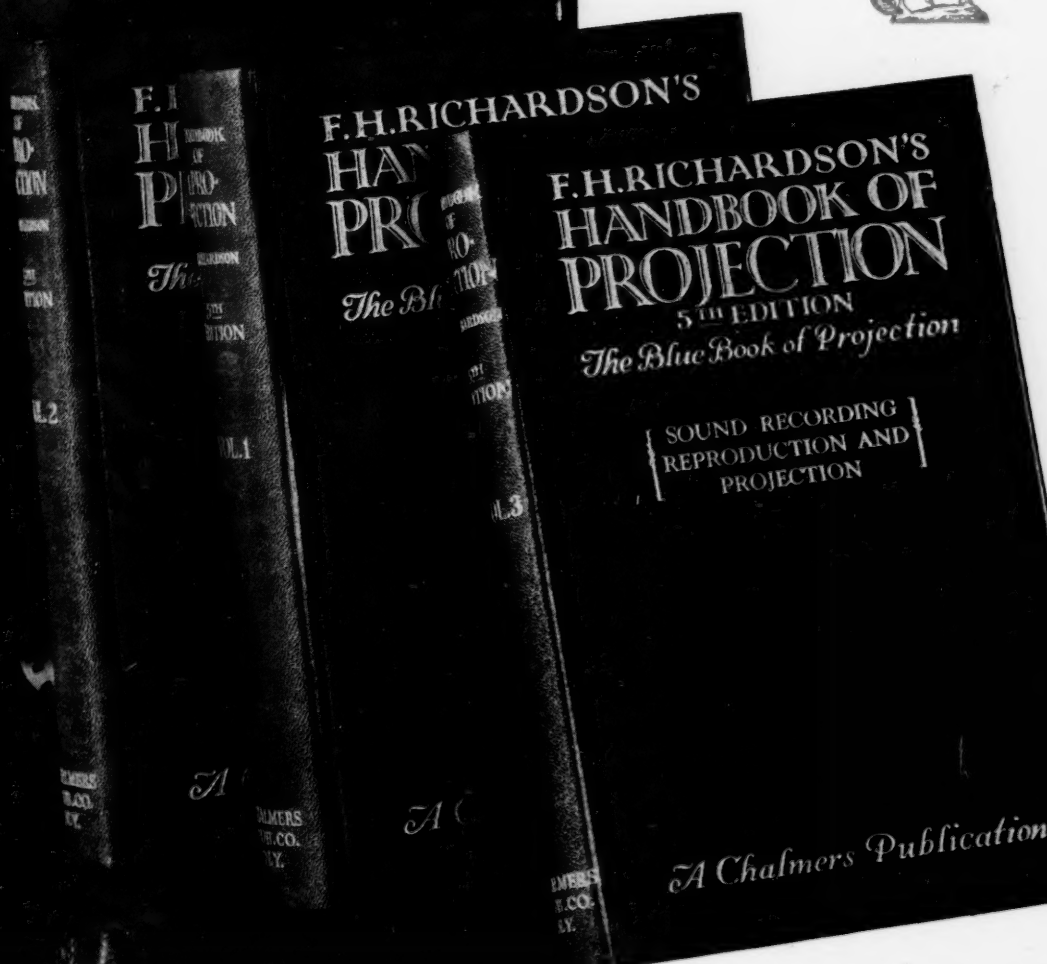
### McKesson Joins A. N. A.

McKesson & Robbins, Inc., has become a member of the Association of National Advertisers, with H. V. Phillips, secretary, as official representative in the association.

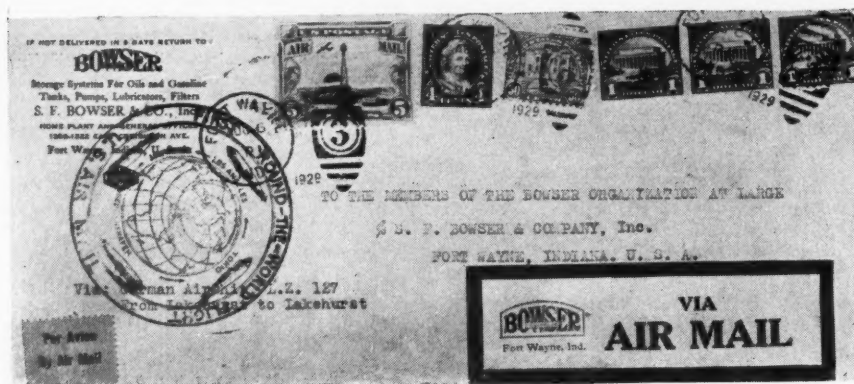


# The Silver Screen *and* Conkey Quality

**T**HE moving picture industry looks to Richardson's Handbook of Projection for authoritative information and instruction. It is the Blue Book of the trade—the cyclopedia of reference for producers, directors, and operators .... Craftsmanship in book-making distinguishes these Conkey-made volumes. They are indicative of the skill possessed by artisans in every department of the immense Conkey plant. Here the plates are made, the type is set, the pages printed, the binding applied—in short, the complete job done quickly, efficiently, economically .... Request a Conkey interview for a discussion of any printing project you may have.



**W.B. CONKEY CO.**  
 Printers, Binders and Book Manufacturers  
 HAMMOND, INDIANA  
 BRANCH OFFICES IN CHICAGO & NEW YORK



*How the world flight of the Graf Zeppelin was put to work by S. G. Bowser & Company to emphasize their world-wide expansion and the seventieth anniversary of the birth of the oil industry.*

## Bowser Sends Letter Round World on Graf to Boost Industry

Employing the recent round-the-world flight of the *Graf Zeppelin* as a symbol of progress in the petroleum industry, which this year celebrates its seventieth anniversary, S. B. Bechtel, president of S. F. Bowser & Company, Inc., makers of lubricating systems at Fort Wayne, Indiana, sent a letter aboard the *Graf* to "Members of the Bowser Organization at Large." On its return to Fort Wayne, the letter was delivered to members of the company's domestic and foreign organizations through their respective house organs, the *Boomer* and the *Courier*.

"As the droning motors drive this marvelous ship forward above oceans, mountains and forests—and over the lands of strange peoples, customs and speeches," Mr. Bechtel said, "we hope that the friends of Bowser and the far-flung outposts of our organization may in some mysterious way gather the spirit of good will which accompanies this letter."

## Addressograph Promotes Fellows and Ward

R. N. Fellows, for two years general sales manager of the Addressograph Company, Chicago, has been elected vice-president and general manager of the Addressograph Company, Ltd., of Canada—being succeeded in the former capacity by J. B. Ward.

Mr. Fellows, who has been with the company for nineteen years in various advertising and sales capacities, is a former vice-president, secretary and director of the Association of National Advertisers. Mr. Ward has been with the company seventeen years—for the last fourteen as a member of the "100 Club," honorary sales organization.

## Showers to Hold Annual Retail Copy Institute

So successful was the three-day Showers Institute of Advertising held by the Showers Brothers Manufacturing Company, furniture makers, at their Bloomington, Indiana, plant, for owners, executives and advertising managers of more than one hundred retail furniture stores of twelve states, that George B. Norton, vice-president and general sales manager, plans to make it an annual feature.

Fifteen lectures, an exhibit of current furniture advertisements and a trip through the Showers factory comprised the curricula of the course designed to improve retail furniture advertising, which, it is believed, has not kept pace with advertising as a whole.

## Shoe Advertising Budget Averages 3.83 Per Cent

Advertising budgets for shoes last year ranged from 2.25 to 6.5 per cent, with an average of 3.83 of net sales, according to figures compiled by a retail shoe association and made public by the Department of Commerce.

The percentage of advertising expense devoted to window display ranged from 5.6 to 16.6, the average being 9.4 per cent. The highest percentage of advertising expenses devoted to newspaper advertising for the stores reporting was 92.4 and the lowest 27 per cent, the average being 60.3 per cent. Direct-mail advertising was reported to account for approximately 30 per cent of advertising expense.

## Macfadden Adds Newspapers

Bernarr Macfadden, publisher of ten daily newspapers, plans to expand his properties until they include as many as a hundred daily newspapers, both large and small. Both a holding company with a national stock issue as well as local financing will be employed.

## Sheaffer Launches a Stock Ownership Plan for Dealers

The 25,000 dealers of the W. A. Sheaffer Pen Company, Fort Madison, Iowa, are being asked to become partners in the Sheaffer company through a new financial program which has just been inaugurated.

Dealers are offered a choice of purchase, either in cash or in deferred payments, explained W. A. Sheaffer, president. "There are 194,500 shares of Sheaffer common stock outstanding," he said, "and the company offers stock to dealers for \$1 less per share than the current day closing price on the New York curb. No additional stock will be issued and no order for more than 100 shares accepted. Only dealers handling Sheaffer products can participate.

"We have never missed a dividend," Mr. Sheaffer pointed out. "We have declared many extra dividends and each member of the company's management is now holding more Sheaffer stock than in any time in our history. None of this stock is for sale and no new stock will be issued."

## Direct Mail Association Selects Milwaukee

The board of governors of the Direct Mail Advertising Association, meeting in Cleveland last week, selected Milwaukee as the location for their convention next year.

Milwaukee's proposal was made by a committee headed by Van B. Hooper, president of the Milwaukee Advertising Club.

This year's meeting of the Direct Mail Advertising Association will be held in Cleveland, October 9-11.

## Radio Fair to Broadcast 40 Leading Speeches

Radio fans will be given an opportunity to see as well as hear entertainers and actors of forty radio features when their programs will be presented in the Crystal Studio at the Radio World's Fair, Madison Square Garden, New York, next week. The studio will be arranged so that visitors may watch the entertainers at work before the microphone. Real Folks, Roads of the Sky, Sylvania Foresters, the Raybestos Twins and other "advertisers" will take part.

# Proof!



AIRWAY AGE now offers definite proof of prestige throughout the aeronautical industry . . . proof of the astonishing growth in paid mail subscriptions among the men with buying power in every branch of aviation . . . and proof of acceptance in all quarters as a leading advertising medium.

AIRWAY AGE is now a member of both the Audit Bureau of Circulations and of the Associated Business Papers, Inc. Through its circulation statement it offers proven facts regarding the geographical distribution of its net paid circulation and the occupational classification of its mail subscribers . . . and through its membership in A.B.P. it assures adherence to the highest editorial standard.

And the advertising pages in each issue are silent proof of the acceptance of AIRWAY AGE as a leading advertising medium . . . for reaching the men with buying power in every branch of the aeronautical industry.

## Airway Age

FOUNDED 1919



30 Church Street, New York  
Cleveland

105 W. Adams Street  
San Francisco

Chicago  
Washington, D. C.



## Exporters Predict Westward Shift of World Trade

The center of world trade is shifting to the West and the Pacific Coast will soon be on a par with the older and more industrialized Atlantic seaboard, Case R. Howard, manager of the Foreign Trade Department of the Canadian Bank of Commerce, New York, told representatives of thirty nations at the seventh annual Pacific Foreign Trade Council in Seattle this week.

Canada's economic dependence upon the United States is no longer a fact, Mr. Howard said. What Canada imported from the United States was a small fraction of what they produced. England, France and Germany are far more formidable competitors for world trade today than ever before.

"A strong movement is already afoot in Great Britain to transplant some of the country's leading industries to Canada, where nearness to raw materials and markets of South America, the Orient, Australia and New Zealand will place them in a better position to compete with the United States," Mr. Howard said. "Some large Eastern corporations are now planning representation in Pacific markets—United States Steel Corporation, not previously operating there, is negotiating for Columbia Steel Corporation, San Francisco.

"Three-quarters of the total population of the earth live in countries bordering upon the Pacific Ocean. The purchasing power of Asia alone is too great to figure what that market will be in the next decade or so. It will grow in leaps and bounds as they are brought up to a higher living plane through better methods of agriculture from America, Canada and England. Because of profitable trade between the United States and Canada, there is jealousy among certain foreign nations, a product of which is the circulation of propaganda designed to disturb our business relations and international good will. Let us avoid such an eventuality."

## More Majestic Advertising

Increased advertising in the fall program, which has just been launched by Grigsby-Grunow Company, makers of Majestic radio sets, Chicago, is expected to bring their appropriation for the year above the anticipated \$5,000,000 mark. The increase will go into four-color pages in a dozen magazines, and larger space in newspapers and outdoor media. Majestic's 1929 sales volume is expected to exceed \$100,000,000.

Scripps-Howard Newspapers have moved their Chicago office to the Palmolive Building.

## Coffee Joins Yeast; Fresh Daily Now

Standard Brands, Inc., formed recently by the merger of the Fleischmann Company, Royal Baking Powder Company and Chase & Sanborn, a subsidiary of Royal, inaugurated in New England last week, through the Fleischmann delivery system, a plan of daily deliveries of Chase & Sanborn coffee.

On each can of coffee appears the roasting date.

The plan is being advertised in large space in New England newspapers. It is part of the program of Standard Brands to utilize the Fleischmann delivery system for distributing various other products.

## Addressograph Promotes Fellows and Ward

R. N. Fellows, for two years general sales manager of the Addressograph Company, Chicago, has been elected vice-president and general manager of the Addressograph Company, Ltd., of Canada—being succeeded in the former capacity by J. B. Ward, Cincinnati sales agent.

Mr. Fellows, who has been with the company for nineteen years in various advertising and sales capacities, is a former vice-president, secretary and director of the Association of National Advertisers. Mr. Ward has been with the company seventeen years—for the last fourteen as a member of the "100 Club," honorary sales organization.

## Berkey & Gay Joins Simmons Company

As a step in their program to enter the general furniture manufacturing field, the Simmons Company, makers of beds and bedding, have acquired Berkey & Gay Furniture Company, Grand Rapids.

The Simmons Company recently perfected Zalmite, a composition material which they will use in manufacturing furniture. It is expected that bedroom furniture will be made first—other household furniture and office equipment being added later.

## Ayer Opens in London

N. W. Ayer & Son, Inc., will open a London office, on November 1, with Douglas Meldrum as manager. Mr. Meldrum has been manager of Ayer's San Francisco office. Carl Eastman succeeds him at San Francisco.

## Bond Builds Business on Contests; \$10,000 to Solve Puzzles

A \$10,000 picture puzzle prize contest is the basis of the fall advertising campaign of the Bond Electric Corporation. This prize contest campaign in two national magazines, seven farm papers and leading newspapers in over 200 cities is a follow-up of the prize contest campaign of last year in which the Bond Electric Corporation offered prizes for slogans after its name change from that of the Yale Electric Corporation.

This slogan contest last year required that the contestants study the outstanding features of the company's flashlights and batteries and that the contestants secure contest entry blanks from the dealers' stores, securing thereby the closest tie-up with the dealers' display. Because of this contest practically every authentic Bond dealer sold more flashlights and batteries than ever before. In fact, between three and four million people were estimated to have been induced to enter dealer establishments to procure information about the contest.

The new prize contest for this fall campaign uses six picture puzzles instead of the usual slogan names or essays idea. As in the previous contests the aim is to get contestants into dealers' stores to secure entry blanks and a booklet on picture puzzles that will help them solve the problem correctly.

Several window displays and other promotional aids are now being distributed to the dealers to insure the effectiveness of the magazine and newspaper advertising.

## Launch New Campaign on Sweetheart Soap

Sweetheart toilet soap, manufactured by the Manhattan Soap Company, Inc., New York City, will be nationally advertised through newspapers in a new campaign in Philadelphia, Buffalo, Cleveland and Cincinnati, with some local rotogravure campaigns spotted to support the full-page advertising to run in *American Weekly*, *True Story* and *Smart Set*, O. M. Burke, advertising manager, announced this week.

## Glidden Merges Units

The Glidden Company, which operates the Glidden Food Products Company as a subsidiary and which recently acquired E. R. Durkee & Company, will consolidate these two subsidiaries under the name of Durkee Famous Foods, Inc.

***There  
was no vacation slump  
in NEWS circulation***



***IN AUGUST***

**168,714**

*was the average net paid*

***Daily Circulation—***

***A GAIN OF***

**15,341**

***OVER AUGUST, 1928***

*You, Too, Can Cover This Market  
Through The Exclusive Use of The*

**BUFFALO EVENING NEWS**

*National Representatives*

**KELLY-SMITH COMPANY**

New York

Chicago

Philadelphia

Detroit

Boston

Atlanta

## Bloomington, Filene and Abraham-Straus Stores to Combine

The fourth of a series of mergers of outstanding department stores in the past year is expected to be completed soon when Bloomington Brothers, Inc., of New York; William Filene's Sons Company of Boston, controlling also the R. H. White Company, there; Abraham & Straus, Inc., of Brooklyn, and F. R. Lazarus & Company of Columbus join in a combination now being projected by Lehman Brothers, investment bankers.

Aggregate annual sales of the five stores approximate \$106,000,000—the largest unit in the group being Filene-White with \$46,000,000. Abraham & Straus has \$25,000,090; Bloomington, \$23,000,000, and Lazarus \$12,000,000.

Lehman Brothers were also the bankers in charge of arrangements in the recent consolidation of R. H. Macy & Company, New York, with L. Bamberger & Company, Newark, with combined annual volume of \$125,000,000. With Prince & Whitely they projected the Hahn Department Stores, Inc., a group of twenty-nine stores doing an annual volume of \$115,000,000.

Another of these recent combinations, involving also an aggregate yearly sales volume well in excess of \$110,000,000, was that of Marshall Field & Company, Chicago, with Frederick & Nelson, Seattle.

The recent trend in department store mergers has been influenced to some extent by the development of variety store chains by Sears, Roebuck & Company, Montgomery Ward, Schulte-United and Butler Brothers, and by rapid expansion of J. C. Penney & Company and other existing department store chains.

Their object has been to effect economies in buying, through the greater purchasing power available, and in operation through the concentration of responsibility. In many cases it will enable them to manufacture their own requirements, or at least to sell them under their own name.

As Lew Hahn, president and general manager of the Hahn Stores, explained in an article in the June 22 issue of this magazine, this new grouping of department stores is expected to effect a "smoother flow of merchandise through the various stores.

"To the manufacturer I think this elimination of duplication in buying activities accomplished in this way and the development of an adequate style service will be particularly helpful."

## 16-Cylinder Cadillac to Fight Foreign Cars

Cadillac Motor Car Company will begin production next year of a sixteen-cylinder super-car supplied for a limited market to supplement the present Cadillac and LaSalle lines, Lawrence P. Fisher, president, announced this week.

Designed by the same staff responsible for the Cadillac and the LaSalle, the power plant of the new car will follow the present Cadillac "V" type with an increase of four cylinders over the twelve-cylinder models of extant competition.

While sales of the new car are expected to be restricted, Mr. Fisher explained, they are intended to compete with the limited number of foreign and domestic cars that have exclusiveness, luxurious appointments and unusual performance as primary sales assets.

## General Foods Will Package Oysters

General Foods Corporation, formerly Postum Company, Inc., has formed a new subsidiary, Bluepoints Company, Inc., to take over the assets and continue the business of the North Atlantic Oyster Farms, Inc. W. H. Raye will continue as president and in active charge of the subsidiary, supported by Ralph G. Coburn and A. E. Loring as vice-presidents, with John S. Prescott as secretary and Louis A. Zahn as treasurer.

The Birdseye Quick Freezing Process, recently acquired by General Foods, will be extended to the marketing of oysters, permitting them to be nationally distributed in package form.

## Laundryowners Tell Promotion Progress

The Millis Advertising Company of Indianapolis has issued to 3,000 members of the Laundryowners' National Association a report of the national advertising program covering the first two years of the four-year period of its activities to spend \$6,000,000.

This report, entitled "At the Half-Way Mark," presents a complete financial picture of the movement to make America laundry-conscious from its inception to the conclusion of its second year of active advertising in August, 1929.

Joshua B. Powers, Inc., New York, has been appointed advertising representative of *La Tribuna* of San Jose, Costa Rica, for this country.



HENRY KIRKLAND, for many years in sales and merchandising capacities in the automobile industry, has been chosen vice-president and a member of the board of Picard-Sohn, Inc., New York agency, and will have charge of the company's Western office at Chicago. Recently he has been merchandising director of the Trico Products Company, Buffalo. . . . WALTER S. STANLEY, formerly with the John H. Dunham Company, has joined Vanderhoof & Company, Chicago agency, as head of a newly formed aeronautical division. Captain Stanley, overseas pilot, writer and aeronautical expert, has spent the past five months in a nation-wide survey of the aviation industry. . . . R. P. BROWN, member of the advertising staff of the Oakland Motor Car Company, has been appointed assistant advertising manager. . . . PHILIP D. WAGONER, president of the Underwood-Elliott-Fisher Company, has returned from a three months' business trip to Europe. . . . JOHN LEISK TAIT, recently with the D'Arcy Advertising Company, St. Louis, is now with H. W. Kastor & Sons Advertising Company. . . . H. M. BOURLAND, at one time on the copy desk of the Philadelphia *Inquirer* and more recently publicity manager of the Sears-Roebuck Agricultural Foundation, is now with the advertising department of the Alemitte Manufacturing Corporation. CARL M. DICKEY, for nine years a member of the news staff of the New York *Times* and for five years contributing editor and editor of the *World's Work* magazine, is now with Doremus & Company, New York agency. . . . R. M. GRAY, recently with the William K. Grimm Agency, of Elkhart, Indiana, is now in charge of production of Bailey, Walker & Tuttle, Inc., advertising agency of Chicago. . . . JOHN L. SCOTT, formerly on the editorial staff of SALES MANAGEMENT, recently with the Coolidge Advertising Agency, Des Moines, has become managing editor of *Printed Salesmanship*, a Dartnell publication, Chicago. . . . JOHN L. ALBERGER, formerly an account executive with Doyle, Kitchen & McCormick, Inc., and previously with the Blaker Advertising Agency, Inc., has joined the Eastern advertising selling staff of *The Parents' Magazine*. . . . RAY C. NICHOLS has been appointed advertising manager of *Better Homes & Gardens*, of the Meredith Publishing Company, Des Moines. For the past three and a half years Mr. Nichols has been a member of the advertising sales staff of that magazine. . . . FRANK O. DUNNING, Jr., Eastern manager of the Bruce Publishing Company for nine years, is now advertising manager of the *American School and University*, New York. . . . C. STUART HEMINWAY has joined the Paul Cornell Company, Inc., New York agency, in a general capacity. . . . L. M. MASJUS, vice-president of Lord & Thomas and Logan, has sailed for London to take over the office of managing director of the agency's office there. He succeeds D. E. BRUNDAGE who died recently. . . . ROBERT F. WALKER, former vice-president and treasurer of Bailey, Walker & Tuttle, Inc., Chicago agency, is now president and treasurer. H. G. MCKENDREE succeeds him as vice-president, in charge of copy.

FEDER  
Falls,  
& Rul  
McDon  
newspe

HOLM  
Bridge  
ternati  
the M  
fective

BOYL  
valves  
of tha  
magaz

BRYAN  
Michi  
Chica  
mail.

KRESS  
Glyco  
soap,  
there.

SAFE-  
TION,  
ing m  
tion c

C. A  
equip  
COMM  
Chica  
there.

THIN  
Thine  
to Jo  
city.

SAMC  
line c  
ing  
maga

AMAS  
chuse  
antiqu  
to th  
tiona

W.  
chuse  
Erwi  
Absor  
sorbic

L. E  
City,  
Inc.,

FOR  
W.

FINE  
York  
York

MER  
Jerse  
Char  
York

McC  
COM  
auto  
C. C





FEDERAL RUBBER COMPANY, Chicopee Falls, Massachusetts (division of Fisk Tire & Rubber Company), to Henri, Hurst & McDonald, Inc., Chicago. Magazines, newspapers, trade papers and direct mail.

HOLMES & EDWARDS SILVER COMPANY, Bridgeport, Connecticut (division of International Silver Company, Meriden), to the Manternach Company, Hartford. Effective January 1, 1930.

BOYLE VALVE COMPANY, Chicago, engine valves, to Paschall, Harris & Paschall, Inc., of that city. Business papers and motor magazines.

BRYANT PAPER COMPANY, Kalamazoo, Michigan, to the Ellis T. Gash Agency, Chicago. Business publications and direct mail.

KRESS & OWEN, INC., New York City, Glyco-Thymoline mouth-wash and toilet soap, to the Peck Advertising Agency, Inc., there.

SAFE-GUARD CHECK WRITER CORPORATION, Lansdale, Pennsylvania, check-writing machines, to McLain-Simpers Organization of Philadelphia.

C. A. BOYLE & COMPANY, shower bath equipment, and ELKAY MANUFACTURING COMPANY, steel shower stalls, both of Chicago, to Advertising Counselors, Inc., there.

THINC PRODUCTS COMPANY, New York, Thinc hand cream (foreign advertising), to Jordan Advertising Abroad, Inc., of that city.

SAMOLINE CORPORATION, Chicago, Samoline cleaning compound, to Morse Advertising Agency, Detroit. Newspapers and magazines.

AMASA PRATT COMPANY, Lowell, Massachusetts, designers and manufacturers of antique reproductions and church furniture, to the Porter Corporation, Boston. National and trade publications.

W. F. YOUNG, INC., Springfield, Massachusetts, Absorbine and Absorbine, Jr., to Erwin, Wasey & Company, New York. Absorbine, Jr., effective November 1; Absorbine, January 1, 1930.

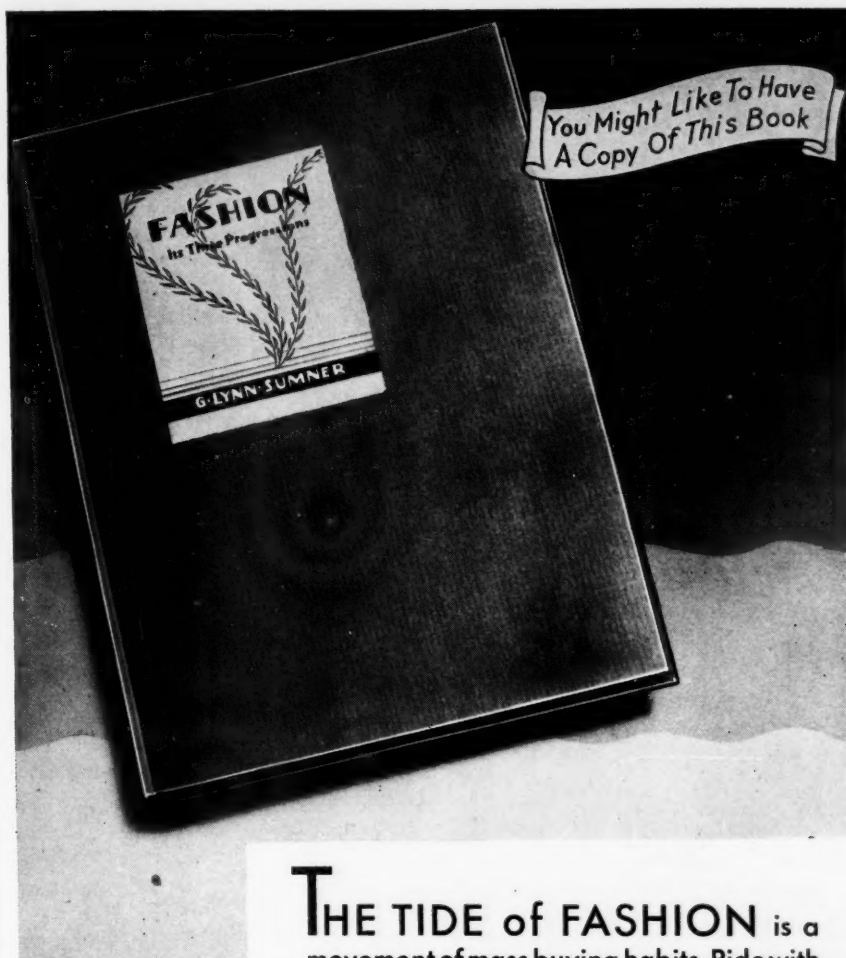
L. E. WATERMAN COMPANY, New York City, fountain pens, to Calkins & Holden, Inc., of that city.

FORD COMPANY OF CANADA, LTD., to N. W. Ayer & Son, Inc., Philadelphia.

FINEART FOODS, INC., Tuckahoe, New York, to Paul Cornell Company, Inc., New York City.

MERCK & COMPANY, INC., Rahway, New Jersey, pharmaceutical products, to the Charles W. Hoyt Company, Inc., New York City.

MCCORD RADIATOR & MANUFACTURING COMPANY, Detroit, automotive gaskets and automobile, truck and tractor radiators, to C. C. Winningham, Inc., there.



## THE TIDE of FASHION is a movement of mass buying habits. Ride with

it, advertise with it, and you can capitalize it to your profit. Try to resist its flow or to restrain its ebb, and not even advertising can keep you from being swept into the red.

It creates or destroys markets, sometimes overnight, sometimes over a decade. It sways the public taste not only in what people choose to wear, but in what they eat, drink, smoke, read, watch, drive, play and surround themselves with in the home.

If you can spot its small beginnings; if you can detect its incipient direction, and if you can forecast the extent of its acceptance you can ride it or avoid being overwhelmed by its rush.

There are ways of doing this.

It has been our good fortune to work with several clients with whom we have studied the progressions of fashions at close range. Some of our observations were expressed in a series of articles by G. Lynn Sumner in ADVERTISING & SELLING.

This series is now available in book form under the title, "Fashion—its Three Progressions". We should be glad to send a copy to any one concerned with marketing a product which is or may be affected by the ebb and flow of fashion.

## The G. LYNN SUMNER COMPANY INC. ADVERTISING

285 MADISON AVE. • NEW YORK CITY

G. LYNN SUMNER • PAUL M. BRYANT • ROBERT K. LEAVITT

# How to Plan and Use a Standard Sales Presentation

(Continued from page 522)

the plan in print and require all salesmen to learn it. This was our first standardized presentation and was known as the 'N. C. R. Primer.'"

All salesmen use standard selling talks, as do actors, politicians, public speakers, doctors and other professional men—we all continually find ourselves saying the same things in the same way to convey the meanings of our thoughts.

The only question then is the effectiveness of the standard talk and the salesman's ability to adopt it to his needs as he comes in contact with changing selling conditions and prospects of widely different interests.

Information we memorize we never forget. For example, our multiplication tables and our A B C's. Likewise, selling information and procedure, when memorized, is instantly available in proper form whenever needed.

Standard selling talks prevent salesmen from forgetting to cover important points—they give the courage and self-confidence necessary to create a favorable impression upon prospects.

The standard selling talk is one of the most effective mediums through which dealers and sales managers can control the procedures and selling talks of retail salesmen.

## Showing the Advantages

To show the advantages that result from the use of a standard sales presentation, let us assume that there are five hundred salesmen presenting the same product to prospects all over the United States. Let us further assume that each of these salesmen makes a total of only ten sales presentations to prospects in every week. That is 5,000 presentations on one product every week, or over 250,000 presentations a year.

If nothing is done to develop the arguments that will best sell the particular product, this means hundreds, if not thousands, of different sales presentations.

How much better it would be if the manufacturer invested some time and money in studying arguments best fitted to the sale of his product, the objections which his salesmen run into in their selling work, and the best answers to those objections. Then, from this material, the manufacturer could outline a sales presentation which every man in his own organiza-

tion and in dealer organizations could use,—in other words, a presentation that would be used in substantially the same form by all salesmen with all prospects.

The standard sales talk is the backbone of the sales plans of many leading companies. For example, a leading manufacturer of electric refrigeration, the Copeland Sales Company, requires every salesman, every dealer, every distributor and every field man in the organization to know the album demonstration. Copeland waged a campaign for three months, holding meetings with each dealer organization and rehearsing the demonstration. They made the demonstration a matter of form to be used at the beginning of each sales meeting held by any dealer at any time during the year, and at such times anyone in the organization was subject to call to give the album demonstration at the opening of the program.

## Major Topic of Sales Schools

Copeland campaigned in thirty group meetings and sales schools and made the album demonstration the major topic of these schools. It ran a prize contest for members who had learned the demonstration, and also started an "Album Demonstration Club," giving a lapel button to each member of the organization who could recite the demonstration perfectly.

Mr. W. D. McElhinny, vice-president in charge of sales of the Copeland Sales Company, gives a most interesting description of the methods used by his organization in "selling" the standard sales demonstration to his salesmen. His method is well worth quoting:—

"We sketch the history of the set talk, dating back to the time of the National Cash Register Company's first primer, and show its benefits in that and other organizations. We then picture the salesman trying to operate without a demonstration—his hit-or-miss method of starting and finishing. How he can be thrown off the track and how many points he can miss. The difference between a salesman who one day 'hits on all six cylinders' and who, the next day, barely struggles along on one, and the reason.

"We show the man operating without selling tools—trying to sell from literature; trying to guess under pressure the one or two or three points

that are most interesting to the prospect. We contrast this with the six or seven most successful men in our organization—the very complete story that they always told—and point out that, after all was said and done, their daily story varied very little and they were merely giving a set demonstration of their own. We make the point of the advantages of combining these six or seven stories into one that would cover all points. We tell them how these men were assembled, the work done by them, and how this story was finally written.

"We have made it a point in our large conventions of having a young lady step on the stage with a violin. We have asked her to play a piece of music, say 'Home Sweet Home.' We have then pointed out that she was a salesman—that she sold so much music for so much money at that convention—but that she did not, under pressure, have to compose her selling arguments—that she did not have to discover in her brain, almost instantaneously, every note and bar of that music. That, if she had not known her sales presentation which happens to be 'Home Sweet Home' and she had to compose it, the results could not possibly have been good. That because she knew her sales presentation it was not necessarily a canned demonstration—that she could put her own personality into her music—she could change it to suit her own taste and make it better or worse, depending upon her own skill.

## Makes Selling Easier

"That to ask a salesman to compose a selling talk three times each morning and three times each afternoon and make that selling talk good, have it meet the ideas of each prospect, was putting an enormous burden on the salesman. We were, therefore, bringing them a selling talk that would make the task easier. It was a canned sales talk, to be sure, to be learned, and once learned and memorized, a man became a member of the great Copeland fraternity. It, however, was not to be used as a canned talk, but simply as a guide for the individual salesman's work with prospects—a map or chart that he knew had been successfully used by the best men in our business—something that would allow him to use his brain, to watch his opportunity, to study the prospects' reaction and to have ease and confidence while talking to prospects. Something that would give him an advantage that he could have in no other way.

"We pointed out that the pages of his album demonstration represented a



deck of marked cards. The salesman knew what he had in his hand; he would know as he turned the pages what the prospect's cards were, and he would know also what cards he was going to deal that prospect. Not to use such a selling talk would simply be ridiculous in these days of competitive selling, which demands the highest type of salesmanship. Of course, these and many other arguments were greatly enlarged upon. We had no difficulty in selling the idea because we put the force behind it."

A standardized sales presentation has an additional value to the salesman, in that it gives him a result-producing series of arguments which he can use as required, by his individual sales. This is well illustrated by Rex F. Glasson, sales promotion manager, Dodge Brothers Corporation, who says:

"The salesman should look for the thing that the prospect seems to be most interested in. This, in the majority of cases, is not difficult to determine because the prospect soon makes it evident by question or statement. When he finds the thing he is most interested in, the salesman should then use in detail as much of the standard sales presentation as possible, covering the other sales features of the presentation in such detail as he deems necessary to put over his sales presentation to the closing point."

### Favored by Leaders

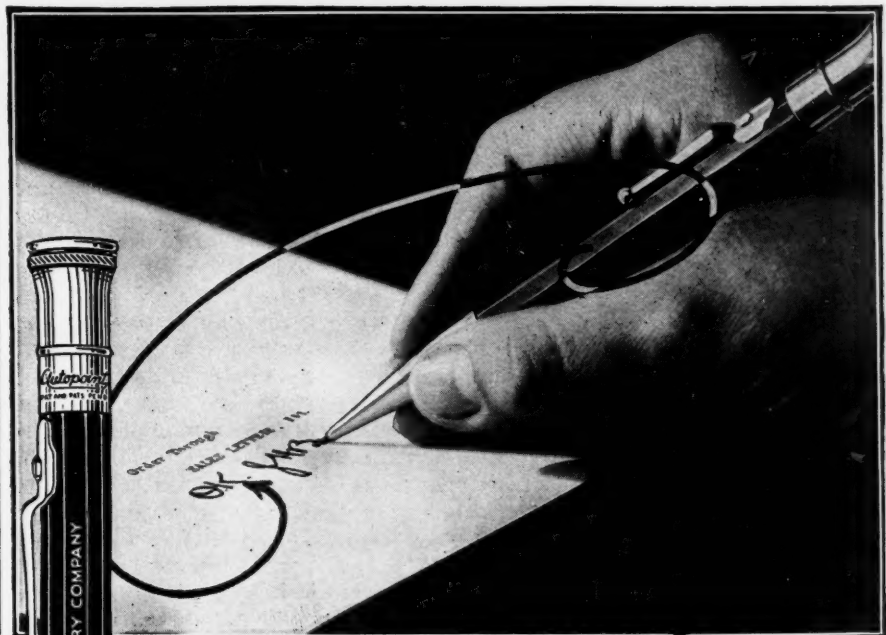
The experience of the leading companies in this country selling a specialty or a service, especially those products or services having a fairly high unit price, is overwhelmingly in favor of the standard sales presentation. If a sales manager decides that it is to his advantage to make use of a standard sales demonstration, he then has two problems:

1. How to build a sales demonstration that will get results.
2. How to get his salesmen to make use of the standard sales demonstration in their work.

These two problems will be covered in succeeding articles, in which will be described some highly successful methods in use by such companies as the Studebaker Corporation of America, National Cash Register Company, the General Electric Company and other leading and successful corporations.

(Another article, presenting further experiences of leading sales executives on this subject, will appear in an early issue of SALES MANAGEMENT. The second article will tell how to build a successful standard sales presentation.—THE EDITORS.)

# Your silent Salesman



## There—to represent you when business is given out

**Y**OUR salesman can't be everywhere at once. And you can never know who is ready to sign an order *right now*. Advertising is forgotten, often, when the business is placed. *Most* advertising, that is.

Here is one way you can advertise—to leave a *lasting* impression. You keep your name before your customer and prospects **AT** the time business is placed and hundreds of advertisers tell us it brings big returns in business.

This new way is the Autopoint Pencil. *First* it is the finest and

simplest automatic pencil made. Your advertisement attractively stamped on its Bakelite barrel is always before your customers' eyes. Autopoint makes *friends* for you. It is an advertisement that never ceases working.

Read the big features of Autopoint—the "3 reasons for preference." Then write for details. Find out about this new sales auxiliary at once.

**OFFER—TO EXECUTIVES ONLY:** Send the coupon for free sample Autopoint to learn what a fine impression it makes. Full particulars, business building plans, price-lists, etc., will be sent free.

Over-size  
Model  
\$1.00

- 3 Big Features**
- 1 Cannot "jam"—protected by patent. But one simple moving part. Nothing to go wrong. No repairs.
  - 2 Bakelite barrel, beautiful onyx-like, lightweight material.
  - 3 Lead Always Firm—Will Not "Wobble"

**Autopoint**  
The "Better Pencil" Made of Bakelite

AUTOPOINT COMPANY  
1801-31 Foster Ave. Chicago, Ill.

Attach business card or letterhead

For Executives Only

AUTOPOINT COMPANY  
1801-31 Foster Ave., Chicago, Ill.

Without obligation, please send sample Autopoint, booklet, sales-building proposition, prices, etc.

Name.....

Firm.....

Title.....

Address.....

S. M. — 9-21-29



# “WIFE”

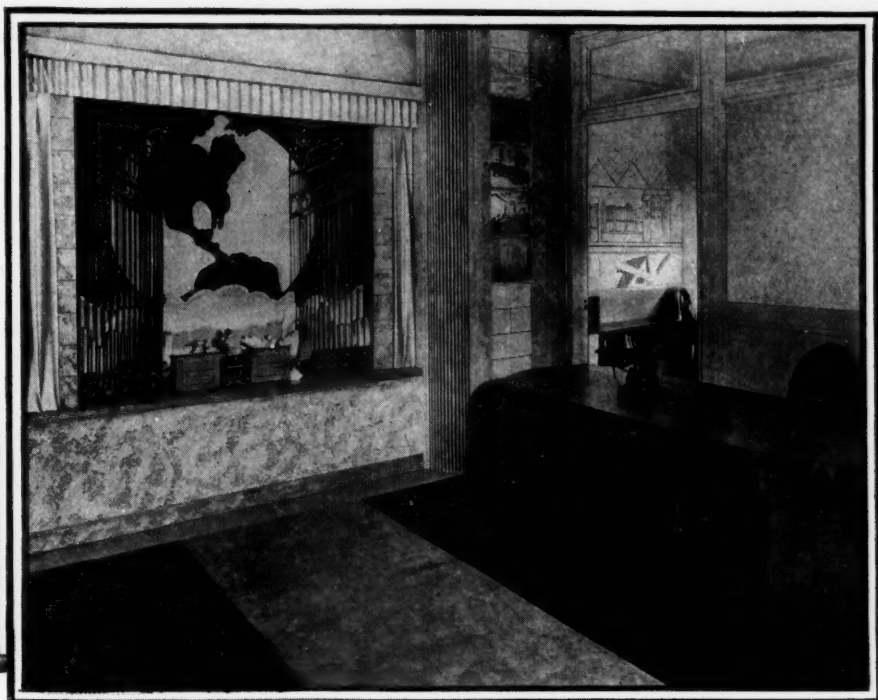
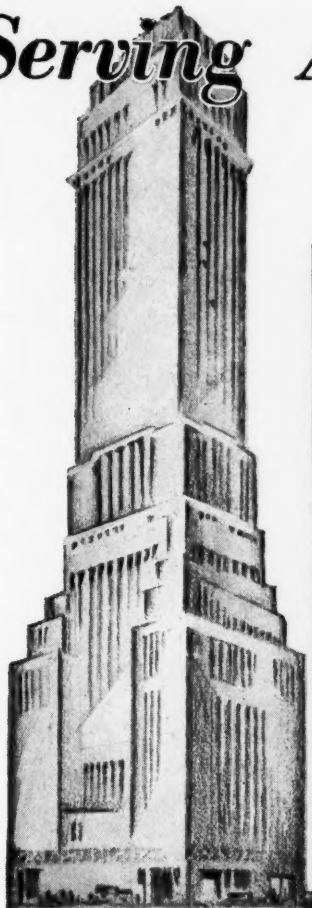
**THE MERGER'S DISCOUNT PROBLEM:** Recent mergers are raising some interesting questions regarding selling policies. The single producer may elect to choose between independents and chains, giving preference to the former for the very practical reason that they still take by far the larger part of his output. Relatively small combinations with limited markets and no onerous capital burden may feel equally free to discriminate. But when it comes to union of great companies with national markets and proportionate capital structures, such problems assume a more complex aspect. For the merger of large dimensions, if it is to make a joint return on its investments, must expand its markets even more than it must contract administrative and operating expenses, and to do this while playing favorites in the field of dealer good will is by no means easy. . . . This is particularly true in the matter of discounts. Many companies that allow them for quantity purchases impose no conditions, merely taking advantage of the broad power granted by the Clayton Act to lower prices for large orders. Another policy holds out discounts as a reward for increased purchases. Still another makes eligibility for discounts depend on increased sales in individual stores. The last-mentioned plan helps the independent dealer since chains must operate their units as a whole and cannot easily earn advantages that accrue from isolated effort. As a result independents in some lines have actually been buying goods on better terms than the chains. The only rejoinder open to the chains is to withdraw such goods from special sales effort. . . . This the manufacturer could stand with tolerable equanimity as long as it was his own affair. But when he became part of a merger compelled to increase purchased good will as well as plant efficiency, inertia, not to say ill will, on the part of a considerable group of outlets was no longer negligible. The question now bothering some of our mergers is how to keep dealer good will uniformly abreast of consumer good will.

**SELLING AND SERVICING:** There is nothing new in the idea that salesmen these days must be something more than mere order takers and purchasers more than mere replenishers of stock. Neither first-rate salesman nor first-rate buyer has ever needed to be told that his job is continuous and depends for success on ultimate rather than immediate results. It is significant, however, that the subject is now undergoing a good deal of discussion—significant of the dwindling margin of safety for error and shortsightedness in merchandising. . . . Talk about rechristening salesmen as service or contact men is evidence merely that vital elements in good practice are gaining more and more in general recognition. Where

distribution is nation-wide as far as dealers are concerned, the aim of salesmanship must obviously be to augment consumption by cooperating with the dealer, showing him how to dispose of his stock to best advantage in largest volume. . . . Salesman and dealer are thus thrown into a sort of partnership in which the interest of each becomes reciprocal if not identical, growing sales of the one leading automatically to growing sales of the other. It is this principle, inescapable in the national market, that is forcing its way in narrower fields and focusing attention more and more on satisfaction of the ultimate consumer as the chief consideration of all salesmanship. . . . The same thought lies behind the suggestion that “merchandiser” is a more appropriate title than “purchaser.” The phrase “well bought is half sold” used to connote little more than low price. Today good buying takes value for granted. To justify itself it must take account primarily of all factors concerned in public demand that expresses approval in repetition of orders. Buying and selling, in short, are reverting to first principles in getting closer and closer to the people.

**TWO WAYS OF JUDGING ADVERTISING:** In announcing that General Baking Corporation's advertising appropriation for 1929 will exceed \$1,000,000, F. H. Frazier, chairman of the board, remarks: “Although our advertising expenditures run into large figures, they really amount to only about one-fifth of a cent on each of the 500,000,000 loaves of bread now being made throughout our fifty plants.” Not a great charge certainly. But a better view of the case is obtained if we look at what the advertising has helped to accomplish rather than at the relation of its cost to units of production. Nine years ago the corporation spent three-quarters of a million dollars on advertising, put out 300 million loaves, and accumulated net profits of something more than two million dollars. Last year the advertising cost more than a million, the output was 450 million loaves and the profits amounted to seven and a half million dollars. That is to say, advertising expenditure and production were both increased 50 per cent while profits showed a gain of 350 per cent. . . . It would be absurd to assert that expansion of advertising was the sole cause of this rather remarkable development of earning power. We observe merely that in considering advertising appropriations it is well to give first place to estimates of the value of the work to be done. Buying public attention is an investment more than it is an operating charge and the returns should be appraised accordingly. . . . No one concerned in selling advertising space deprecates discussion of rates and service rendered. These factors are fundamental in arriving at sensible business decisions. Nor is there disagreement with the view that advertising should not take a disproportionate part of selling costs. The fallacy implicit in discussions of this sort lies in the premise that cost of means rather than value of the end should control in planning campaigns to extend markets.

# Serving Advertising at the point of Contact //



**O**UR SHOWROOM and New York office is now established in the Chanin Building, New York City.

Here, on exhibition, are a few of the displays which demonstrate the sales power, ingenuity and originality of Jenter-made displays.

You are cordially invited to visit our showroom and discuss your display problems with our designers, artists and architects.

Or, if you wish, one of our representatives will be glad to visit you and show



you models of Jenter displays which have increased sales from 150% to 250%.

1 1 1

**ADVERTISING AGENCY POLICY—**  
Work placed by the agency or through the agency is handled on the regular agency commission basis *without* extra charge to the advertiser.

Visit our showroom and exhibits at  
122 East 42nd Street, New York City  
Telephone—Ashland 1166

# JENTER EXHIBITS

“—at the point of contact.”

**INC**



## NEW HADDON HALL IS READY

Old in hostship, new in luxurious rooms and appointments, Haddon Hall is ready. Its sleeping-rooms, sun-rooms, "Sandy Cove", a playroom for the children, its beautiful lounging rooms—all these are ready, down to the last softly shaded light and the tiniest children's toy.

And the old friendly spirit of Chalfonte-Haddon Hall still prevails.

The ocean is almost at the doors. Motoramp garage adjoins the hotel. Write for literature and rates.



## CHALFONTE-HADDON HALL

ATLANTIC CITY

American and European Plans

Leeds and Lippincott Company

### Are You Proud of Your LETTERHEAD?



You should be! If your letterhead doesn't do justice to your business, it's you who are the loser. For—your letterhead is you—and you can't prevent customers and prospects from judging you by it. How could we improve your letterhead? Let us answer that by sending you samples of letterheads we've created. No obligation. Merely pin this advertisement to your letterhead, and mail to us—today!

**MONROE LETTERHEAD  
CORPORATION**

1008 Green St.  
Huntsville, Ala.

165 N. Union St.  
Akron, O.

### Extra Copies

If you want extra copies of this issue please order promptly, as our supply is frequently exhausted a week after date of issue.

### THE TAXI WEEKLY

COVERS THE WHOLE CAB INDUSTRY  
New York Edition goes to 10,000 taxicab individual fleet and company operators. Issued Mondays.  
National Edition goes to 4,000 fleet and company operators throughout the U. S. Issued Mondays.

Published in Its Own Printing Plant  
at 54 West 74th Street—New York City

### Wanted: \$200,000,000 Products

(Continued from page 530)

For automotive equipment the New York Central Railroad—one of the eight roads in the New York Central Lines—spends nearly \$400,000 a year.

Operation of dining cars and restaurants is another thing that costs money. Commissary supplies for the New York Central last year called for an expenditure of \$2,840,000; for the Michigan Central Railroad \$528,000.

A long list of items in rubber and leather calls for an expenditure by the New York Central Railroad of \$830,000 a year.

It should be understood that these sums are not fixed but vary, depending upon crops and consequent prosperity of the country, labor and other conditions. The figures quoted, which are for the year 1928, give a fairly good idea of the purchasing needs of the system.

Purchasing operations for the New York Central Lines, comprising some 12,126 miles, are handled at several different locations by local purchasing organizations, which operate under the general supervision of Mr. Bower.

The affiliated lines of the New York Central System include the following:

#### Railroad

New York Central  
Michigan Central  
Cleveland, Cincinnati, Chicago & St. Louis  
Pittsburgh & Lake Erie  
Boston & Albany  
Rutland  
Indiana Harbor Belt  
Chicago Junction  
Purchasing Headquarters  
466 Lexington Avenue, New York  
Detroit  
Cincinnati  
Pittsburgh  
Boston  
Rutland, Vermont  
Chicago

Maintenance purchases for the New York Central Railroad, including the Ohio Central Lines, more than half of the total mileage of the system, are handled in the offices of C. S. White, purchasing agent, New York City.

Building and other construction contracts for the New York Central Railroad are handled in the engineering departments under the jurisdiction of F. B. Freeman, chief engineer for the lines east of Buffalo, at 466 Lexington Avenue, New York City, and R. O. Rote, chief engineer of the lines west of Buffalo, at Cleveland, and J. A. Stocker, chief engineer of the Ohio Central Lines at Columbus.



## Selling the "Free" Booklet

(Continued from page 528)

If this is your busy day, stick the book in your pocket and take it home with you. But before you begin work tomorrow morning—

—read this book!

\* \* \*

Here's a letter used by Williams Oil-O-Matic Heating Corporation, in answer to home-owner inquiries. See how it builds up interest for an accompanying book:

Dear Sir:

All of your questions—asked and unasked—about Oil-O-Matic Heat are answered in this copy of "Oil Heating at Its Best." Thank you for giving us the opportunity to present it to you.

Does oil heating cost more or less than coal? The booklet shows that, in dollars and cents, Oil-O-Matic heat often costs less. Measured in terms of convenience and freedom from heating cares, oil heat is an economy.

Can Oil-O-Matic be installed in your heating plant? Yes. Page 12 shows how the installation is made in any domestic, central heating plant.

How much attention must you give Oil-O-Matic heat? None, except to look occasionally at your oil supply—or have the oil man do it for you. Page 16 explains that in pictures.

What will an Oil-O-Matic installation cost? We don't know. It depends on the kind of heating plant you have, local conditions, and several other factors. Our dealer in your locality, whose name is given on the attached card, can give you the exact figure. And Oil-O-Matic heat is worth it. When you contrast Oil-O-Matic heat with any other present method, as is described on Page 10 . . .

\* \* \*

Here's a "story-style" letter which the Wooltex Company sent to dealers recently. An accompanying folder went into greater detail. The letter serves simply as an interest-builder:

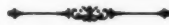
Dear Sir:

For seventeen years—thirty-four consecutive seasons—Mr. J. E. Clemens, of the Clemens-Rice Company, Columbus, Ohio, has "taken his pen in hand" to sign an order for Wooltex garments.

At first he was doubtful. He wasn't "sold" on Wooltex—didn't believe in "all the high-sounding talk" about Wooltex quality. But he ordered ten garments anyway. And he has been ordering ever since.

In the accompanying folder he tells you, in his own way, just how Wooltex has built business and made friends for his store, and tells you

## New England's Second Largest Market



# Rhode Island's Food Supply

Rhode Island—noted for its density of population and the diversity of its industries—with its population 97% urban and 3% rural—depends upon outside sources for nearly all of its total food supply. Many carloads of foodstuffs are shipped into this state daily to supply the demand. This market offers great opportunities to manufacturers and producers of food products. The population is served through 2500 grocery and delicatessen stores. These stores are served through 23 wholesale grocers and 27 produce dealers with Providence as the distributing center.

## The Providence Journal and The Evening Bulletin

with a combined net paid circulation of 123,000 reach the great majority of English speaking families in Rhode Island which enable the advertiser to adequately cover this market at one cost.



## Providence Journal Company

Providence, R. I.

Representatives

CHAS. H. EDDY COMPANY  
Boston New York Chicago

R. J. BIDWELL COMPANY  
San Francisco Los Angeles Seattle

why he has never missed a single season in stocking Wooltex.

Just turn to the folder and read his story. You'll find it well worth while.

\* \* \*

A refreshing change from the usual high-pressure, inquiry-bringing letter is this distinctly "low-pressure" message used by Alexander Hamilton Institute.

In this case the booklet does not accompany the letter; but the message, nevertheless, does some subtle selling by its very restraint. J. G. Jones, vice-president of the institute, tells me that this appeal is a consistent producer, averaging 10 per cent to 12 per cent from "cold" lists. The following excerpts indicate the tone. The letter, incidentally, is a long one, running nearly two pages:

My Dear Sir:

I once figured that I throw into my waste basket every year at least \$50 worth of literature which people send me in the mistaken notion that I have nothing to do but read.

You probably are in the same position.

I mention this frankly because we have just published and are sending to interested men a booklet entitled "Forging Ahead in Business." It's rather unusual. Just as an insurance company, from its study of millions of men, can make a pretty shrewd guess as to how long you will live; so from our seventeen years of watching men promote themselves through business study, we have a good measure of just what a normal man can accomplish in six months, twelve months, eighteen months, and two years of definitely guided effort.

We have put the results of that experience into this book, and I want to get a copy into the hands of every man who has a real reason to be interested in it. But I don't want to feed anybody's waste basket.

Will you tell us frankly whether it's worth while to send this book to you? . . .

\* \* \*

While we are on the subject of educational institutions, let us consider for a moment a letter from the Washington School of Art. This letter accompanies an illustrated catalog, which is sent at the request of the prospective student. Its primary purpose is to "sell" the free booklet. The school wants to make sure that the prospect does turn to this catalog and read every word of it. Here are a few interest-arousing paragraphs that point out the possibilities and answer the reader's inevitable query: "What's in it for me?":

Just turn to page 22 and read the letter from Frank Godwin years ago when he was just beginning—how he earned \$110 ABOVE ALL EXPENSES IN TEN DAYS. Mr. Godwin now has studios of his own in New York City and Philadelphia, where he is making illustrations for the *Ladies' Home Journal* and many of the leading magazines of the country.

See on page 20 the letter from Bob Brennan, who when only fourteen years of age began selling cartoons to newspapers.

The letter from student A. H. Enroth is also of particular interest. Six months after he began to take lessons from our chief instructor, Mr. Enroth wrote that he could not say enough in behalf of Mr. Chandless and should always feel that any success which might crown his future efforts would be due to his thorough method of instruction. Mr. Enroth is now in New York, where he is rapidly gaining place among the most successful illustrators.

In *Shadowland Magazine* every month you will see the splendid work of Wynn Holcomb (Wynn), who was also one of our students and who is making good in a big way.

\* \* \*

Then follows a strong, inspirational "What - these - people - have - done - you-too-can-do" talk. All in all, a very forceful letter.

A good many of us might well take lessons in effective sales-letter writing from the folks who market these correspondence courses.

Here's a rather ingenious idea—the plan of building a personality for the catalog. The American Separator Company carries this idea through several follow-ups. They reason, soundly, that the prospect probably has written several other firms for catalogs, and that a letter of this kind will gain special consideration for their offering.

It must be borne in mind that farmers, as a class, are rather inclined to "take" to the "clever" letter that is just a bit crude and rustic in its presentation. That accounts, in a measure, for the success of this series: Introducing Our Official Salesman.

Mr. American Separator Catalog left on the morning train to answer your inquiry in person. He plans to reach you soon after this letter. As he rides in a third-class mail pouch, at almost no expense, and avoids the usual carfare and hotel bills, he is able to quote some most attractive prices.

He will emphasize the many advantages in using an American Cream Separator, including better skim milk.

finer cream, more butter, less work and GREATER PROFITS. With the aid of interesting pictures, he will tell you all about the New American in sizes suitable for any dairy, from the smallest to the largest. He will, of course, call special attention to the New Improved LS Model, which is unsurpassed for EASY RUNNING, EASY WASHING, CLOSE SKIMMING, and is considered the last word in Cream Separator design and construction.

Pardon him if he seems to boast of being connected with a company which, by over thirty years' continued effort, has perfected a Separator having no superior and also a thoroughly economical system of manufacturing and selling directly to the actual user of the machine.

He will show you many large photographic illustrations of the American in its own colors, together with numerous views of the inside construction and working parts.

When making all his statements and claims, and the propositions by which you may TRY WITHOUT ANY OBLIGATION TO BUY, he is backed to the limit by this company. It will pay you to see him! Should he fail to arrive within a few days, advise us and we will either locate him or send his Twin Brother.

\* \* \*

I have selected this letter, written by H. C. Lewis, of the Coyne Electrical School, because it is a convincing message to the type of prospect for which it is intended. The homely, first person style builds confidence:

That big, handsome book, The Coyne book you asked for, is on its way. I mailed it out today; you should receive it real soon.

I wrote it myself and when you receive it I know you'll be proud to own it. I know it will show you the way to success, in the same way that it has shown thousands of other fellows who wrote for it just as you have.

I have tried to show you in this book my shops and what I have done for others. I have not used flowery language, nor have I pictured anything but what is the absolute truth. You'll realize that when you read the book.

I have tried to talk to you in this book as though you were right at my side. I feel sure when you get it you will read it carefully, look at every one of the dozens of pictures of my shops, actual photographs taken during school hours, and when you have gone through it thoroughly I am sure you cannot help being convinced I can help you, that I can make your lifelong dreams come true—a big pay

job, independence, and a bright future.

Be on the lookout for this book. If you don't get it in three days, write or wire at my expense, for sometimes a book is lost in the mails.

After you have had an opportunity to go through the pages of this book, write me a frank letter and if there are any obstacles standing in your way, tell me about them. No doubt I can help you as I have thousands of others.

\* \* \*

These rather varied examples will serve, I believe, to demonstrate how the letter accompanying your book may be made something more than the stereotyped "We beg to hand you herewith the catalog requested in yours of recent date."

## Sales Management Weekly Index to Motor Activity

(Average of years 1924-28, inclusive, equals 100)

Year 1929	Year 1928
Jly. 6 .... 138	Jly. 7 .... 120
Jly. 13 .... 138	Jly. 14 .... 128
Jly. 20 .... 138	Jly. 21 .... 130
Jly. 27 .... 136	Jly. 28 .... 133
Aug. 3 .... 136	Aug. 4 .... 131
Aug. 10 ... 136	Aug. 11 ... 134
Aug. 17 ... 134	Aug. 18 ... 136
Aug. 24 ... 136	Aug. 25 ... 141
Aug. 31 ... 140	Sept. 1 .... 138
Sept. 7 .... 140	Sept. 8 .... 132
Sept. 14 ... 139	Sept. 15 ... 130

The exact sources of data on which the SALES MANAGEMENT Weekly Index of Motor Activity are based cannot be completely explained or disclosed for the reason that much of the information used is obtained in confidence. The computation itself is entrusted to one of the leading economists and statisticians of the automotive industry.

The principal factor involved is that of factory consumption, the data being used along this line involving approximately 25 per cent of the total production of the motor car industry. Inasmuch as production of automobiles is adjusted to retail sales at relatively short intervals of time, this index really portrays to some extent the trend of motor car retail sales as well as of motor car production. The volume of business transacted by the automotive industry, including its tremendous consumption of many and varied types of products as glass, steel, paint, cotton, copper, etc., gives this index of motor activity much significance from the standpoint of the business of the country at large. The fact that it can be obtained weekly also contributes to making it one of the most valuable indices to general business conditions that have been thus far developed. This index has been carefully checked against retail sales and production of the automotive industry and its accuracy thereby demonstrated over a period of years.

The Akron, Ohio, *Times-Press* will celebrate its composite existence of five years by moving into a new \$1,000,000 plant.

## Maintaining Local Leadership!

The choice of local merchants, in selecting their advertising medium, is indicative of the prestige and pulling power of the newspaper that is chosen. Tulsa merchants realize that *evening time is planning time in the home* and that women form the great majority of buyers at department stores, furniture and clothing stores, etc. In Tulsa, local merchants show a decided preference for the Tulsa Tribune, Tulsa's leading newspaper, and the dominant medium in Zone "O", Tulsa's Market Area.

The lineage in the major classifications listed below, which is taken from the reports of Media Records, Inc., for the first seven months of 1929, gives a clear and concise picture of the Tribune's supremacy in retail advertising.

CLASSIFICATION—	TRIBUNE	WORLD	TRIBUNE LEAD
Boots and Shoes .....	121,060	96,571	24,499
Men's Clothing .....	204,486	176,393	28,093
Women's Clothing .....	420,062	335,454	84,608
Credit Clothing .....	682,666	40,227	22,439
Department Stores .....	654,913	118,543	83,526
Furniture and Household .....	391,168	342,025	49,143

## The Tulsa Tribune

Tulsa's Leading Newspaper

### EVENING

SMALL, SPENCER & LEVINGS

New York

Chicago

Boston

### SUNDAY

PAYNE-HALL, INC.

San Francisco

Los Angeles

Seattle

## IN THE SEPTEMBER 21 ANNUAL REFERENCE NUMBER

Using a picture to tell that  
which you can't describe



ONE cannot describe how wholesome good bread is. But one can suggest it by showing a big, golden brown loaf such as mother took out of the oven of the old wood stove.

Our insert in this week's issue of this magazine illustrates how faithful color reproduction was used by the General Baking Company to make the picture that a thousand words could not tell.

The U. S. representative has ideas that can be used just as effectively in your business. Let him show you samples of our recent work.

THE UNITED STATES PRINTING AND LITHOGRAPH CO.

Cincinnati Baltimore Brooklyn

Service offices in 16 cities

BIGELOW,  
KENT,  
WILLARD  
& CO., Inc.

Consulting Engineers

Merchandising  
Counselors

Park Square Building  
BOSTON, MASSACHUSETTS

A record of the Proceedings of the Second Merchandising Conference, held under our auspices in Boston, in May, is available for loan to company officials. A request will place your name on the list to receive a copy, which is to be returned to us in ten days.



## Department Store Chains and Advertised Lines

(Continued from page 527)

Although we are adding stores quite rapidly—400 being added to the organization this year—the sales of the individual stores have been generally higher, year by year. In 1927 our volume was \$151,000,000. Last year it was increased to \$176,000,000, showing a consistent increase on the average for each unit. This year we anticipate an increase of more than 25 per cent, which will be brought about not only through the addition of units but by the increased volume of the stores already operating.

The success of our policy is illustrated by the fact that we rarely are obliged to move a store. When this phenomenon occurs it is due to one of two reasons—either the store is located in a place where it can never hope to draw people, or we become convinced, after we have located it, that there is not enough business to justify its existence there.

In recognition of the fact that we have become completely nation-wide in scope, we started, three years ago, national advertising. The J. C. Penney Company stores are now located in every state in the Union. Some of the largest cities have several. Our business, however, began in the West (the parent store being opened by Mr. Penney in Kemmerer, Wyoming, twenty-seven years ago) and the majority of our stores are still located west of the Mississippi. California now has the most, with Texas second.

Like every other retailer, independent or chain, we are seeking to give our customers ever better values. To enable them, on the other hand, increasingly to identify the Penney store as a place to get such values, we are emphasizing the name of the store above the brand name of any or all the lines it may carry. We shall continue to follow that policy. Ultimately I imagine we shall be in a position to discard nationally advertised lines completely, although we shall want always to work in close cooperation with the manufacturers who supply our needs, whether they make nationally advertised lines or not.

## To Award \$500 in Prizes for Farm Market Theses

Five hundred dollars in prizes will be offered by the Agricultural Publishers' Association for the three best theses by the university seniors and graduates, on selling of commodities to the farm market. Victor F. Hayden will supervise the contest.

## Personal Service and Supplies

Classified Rates: 50c a line of seven words; minimum \$3.00. No display.  
Cash Basis Only. Remittance Must Accompany Order.

### SALES PROMOTION

**\$50 to \$50,000 DAILY SALES SECURED FOR** our clients. This distributor took on a new specialty, retailing at \$60. His first purchase \$12. We submitted a sales program capable of national expansion. Within four years his sales were nation-wide, running to \$100,000 monthly. 35 years salesmanship-in-print experience back of our campaigns. Submit Sales problems for free diagnosis. 10 years Sales Promotion Manager, Larkin Co. James C. Johnson, 119 Woodbridge Ave., Buffalo, N. Y.

### SALESMEN WANTED

**FORTUNE IN AIRPLANE SALES—UNDER** this plan a salesman should sell at least one Eaglerock a month—a net monthly income for him of from \$1,000 to \$1,500. Our two weeks' free sales training course makes you ready to get the money. We equip salesmen who qualify with a free demonstrator Eaglerock. You can offer buyers an easy plan of time purchase. Write for details. Alexander Aircraft Co., Dept. 16, Colorado Springs, Colo.

### SALES REPRESENTATIVE

**AN EXCELLENT OPPORTUNITY FOR A** high-grade man to travel for a well-established Detroit concern. He must possess a good personality and qualify as to integrity. A steady worker who is desirous of creating a real future will find this well worth while. Straight salary basis. State experience, qualifications and salary desired. Box No. 198, SALES MANAGEMENT, 420 Lexington Avenue, New York, N. Y.

### DIRECT MAIL

**LETTERS MUST COMPEL ATTENTION** to sell. Nothing but letters. My business. Not stereotype stuff. Each problem individually treated.

No results, no pay. Give me a trial on that next sales letter. W. W. Halcomb, Turkey, Texas.

### POSITION WANTED

**GENERAL MANAGER OR SALES MANAGER**—Is your business in the "red" or your profits too small? I have brought three manufacturing institutions from loss to profit. Most of 18 years experience devoted to sales but thoroughly versed in accounting and factory management. Personally acquainted with house-furnishing, hardware, grocery and chain trade thruout U. S. and Canada. Age 32. Present salary \$10,000 and percentage of profits. Box 197, SALES MANAGEMENT, 420 Lexington Ave., New York, N. Y.

### EXECUTIVES WANTED

**IF YOU ARE OPEN TO OVERTURES FOR** new connection, and qualified for a salary between \$2,500 and \$25,000, your response to this announcement is invited. The undersigned provides a thoroughly organized service, of recognized standing and reputation, through which preliminaries are negotiated confidentially for positions of the calibre indicated. The procedure is individualized to each client's personal requirements; your identity covered and present position protected. Established nineteen years. Send only name and address for details. R. W. Bixby, Inc., 118 Downtown Building, Buffalo, N. Y.

### LINES WANTED

**DISTRIBUTOR OR MANUFACTURER'S REP-**resentative is carefully seeking a line of products of merit that are made by a substantial company. Will consider the complete distribution of the factory and assume the responsibilities of the Sales and Advertising Director or will act as District Representative. Willing to entertain like connection for a worthy development program or a service. Unencumbered and can move to any promising territory. Address Box 192, care SALES MANAGEMENT, 420 Lexington Ave., New York, N. Y.

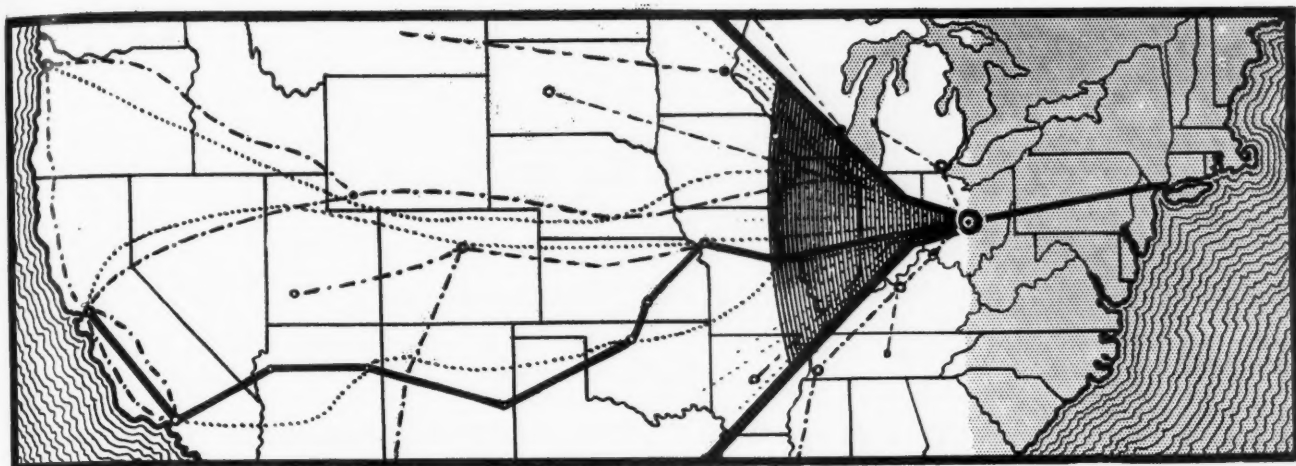
## Index to Advertisers

	PAGE
Airway Age .....	537
Autopoint Co. ....	543
Batten, Barton, Durstine & Osborn, Inc. ....	519
Bigelow, Kent, Willard & Co., Inc. ....	551
Buffalo Evening News .....	539
Chalfonte-Haddon Hall .....	548
Chicago Evening American....	Cover
Chicago Tribune .....	Cover
Christian Science Monitor.....	520
Columbus Dispatch .....	Cover
Conkey, W. B., Co. ....	535
Du Pont, E. I., de Nemours & Co., Inc. ....	513
Florida Times-Union .....	517
Geneva Cutlery, Inc. ....	546

	PAGE
Holland's Magazine .....	547
Janesville Gazette .....	532-533
Jenter Exhibits .....	545
Molloy, David J., Co. ....	514
Monroe Letterhead Corp. ....	548
New Orleans Times-Picayune ..	516
New York World .....	529
Providence Journal Co. ....	549
Review-Chronicle Gen. Adv. Bur.	515
Sumner, G. Lynn, Co. ....	541
Taxi Weekly .....	548
Time .....	531
Tulsa Tribune .....	551
U. S. Printing & Litho. Co....	551
Womans Press .....	518

## "GIBBONS knows CANADA"

J. I. GIBBONS Limited Advertising Agents  
 Toronto Montreal Winnipeg Vancouver Hamilton London Eng.  
 New York Office 2152 Granbar Bldg. Thomas L. Bridge Manager for United States



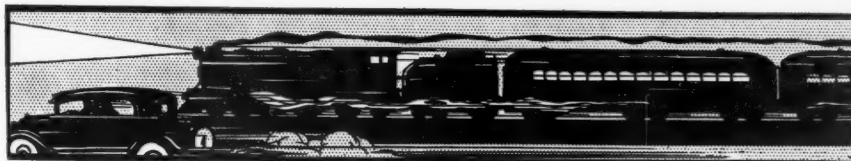
## Columbus' Inexhaustible Resource... Geographic Position

**G**REAT CITIES *always* grow up as gateways to nations and territories rich in commercial resources. History seems to bear out this contention completely.

THE GREAT FAN-SHAPED expanse of land extending westward from Columbus, Ohio, is the principal producer of an exportable surplus of agricultural, mineral and manufactured products.

HEMMED IN on the north and west, east and south by tremendous and formidable natural barriers, this mid-continental region has three gateways to the outer world. Of the three gateways, the one of preponderant importance is eastward, *THROUGH COLUMBUS*, to the cities of the Atlantic seaboard.

THIS "MID - CONTINENTAL TRADE TRACK" is traversed by three great trunk

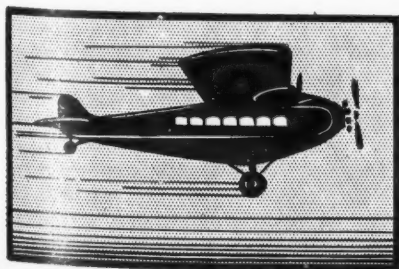


line railroads . . . by the major trans-continental highways and by a rapidly expanding network of airways. Columbus is the natural, farthest-east point to which aircraft may safely proceed in trans-continental transportation.

*Columbus is strategically positioned* at the spout of the natural funnel, where these mighty lanes of commerce converge. *This is its INEXHAUSTIBLE resource.* Giving this position *permanence and stability* is the location of Columbus with respect to the suppliers and consumers of the country. Columbus is at the center of the nation's manufacture and close to its center of population.

ESPECIALLY SIGNIFICANT is the fact that this position will increase in importance. Cities situated at the main crossroads of commerce are founded on firm foundations. There is no limit to their growth possibility. There is no estimating their value as permanent, profitable markets.

ENTRENCH YOURSELF IN THE COLUMBUS MARKET NOW. The Columbus Dispatch . . . Ohio's Greatest Home Daily . . . will help you . . . a newspaper that has more than 89 per cent coverage of Columbus homes . . . a newspaper that ranks with the most productive in America *by every measure of advertising responsiveness.*



## Columbus Dispatch

OHIO'S GREATEST HOME DAILY

Member 100,000 Group of American Cities

HARVEY R. YOUNG, Adv. Dir.

O'MARA & ORMSBEE, INC., National Representatives



NEWS and comment about zone marketing,  
and advertising, prepared by the Business  
Survey of the World's Greatest Newspaper.

## From the

### Autumn

LEAVES fall scarlet. October air burns blue. Slight hazes soften outlines. Smoke again arises from the chimneys of dwelling houses and apartment buildings. Reading moves indoors from the hammock—picks up.

Publishers, pulse-fingering, informed, know what the public is reading. They are aware of the advantage this newspaper or that holds in influencing a market. With more background to build upon than the average advertiser, they judge carefully, choose wisely. In Chicago, their preference is the Tribune.

During the first six-months of this year, they concentrated 42.5% of their Chicago space in Tribune columns. The total was 100% more than they purchased in the second paper—211% more than in the third.



### Our Neck May Be Rough, But

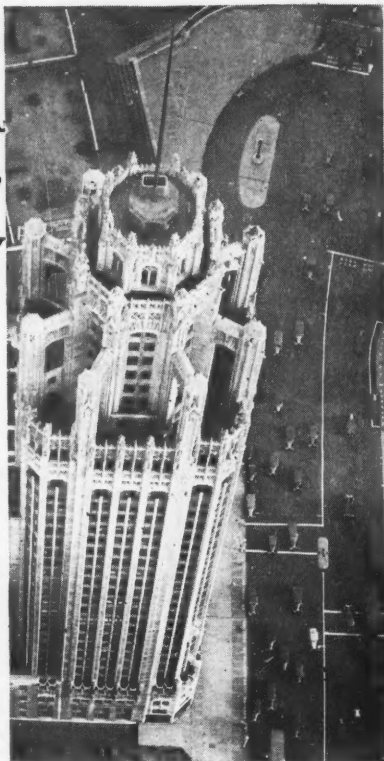
CHICAGO is rough, vulgar, rowdy, frowsy, dirty, and obscene, but it has possibilities. Most other American cities look sadly toward the past—not only Boston, New York, Philadelphia and Baltimore in the East, but New Orleans in the South, St. Louis in the Middle West, and even San Francisco in the Far West. But the eyes of Chicago are fixed ahead, and behold the gorgeous mirages, with all the classical banners, battlements and towers. Some day it may become civilized, and genuinely great. —H. L. Mencken.

### "THE LINER, SHE'S A LADY"



OR at least she used to be. For the ladies are no longer especially interested in being flagrantly feminine nor even in being denominated as ladies. That word once indicated a female of the human species who eschewed cigarettes and bicycles, and who was adept in the gentle art of fainting. Now its descriptive qualities have been engulfed in the plethora of new modes, new morals, and new models.

When they, for example, took up cigarettes, did they affect the mild variety? When they adopted automobiles on a large scale, did they choose the electric—which was safe, sane, and O, so slow? They did not—and they like a man's newspaper as well as his smokes or his car. The newspaper that for years has been and still is as necessary as breakfast to men in Chicago is now likewise the women's



*Tribune Tower—rare, exotic flower in stone lifting its petals to the sun!*

chosen reading. It offers the masculine outlook and, simultaneously, relief from it with more than a score of women writers. If, as Mr. Kipling has said, the liner is a lady—which in this late day means any female—she probably prefers the Tribune.

\* \* \*

### Crack! Crack! Crack!

EVERY month during the last five years, the Chicago Tribune's daily circulation has surpassed that of the corresponding month in the preceding year.

For seventeen months—up to and including July, 1929—its circulation has averaged 831,737.

*This is the largest standard-size newspaper circulation in America, rocketing higher. It emanates from the country's second market, with ideal facilities for distribution, a rich buying-public, and sufficient diversity in products and manufactures to ensure prosperity.*

*In Chicago the Tribune can do the job alone*

### WHAT TO SEE IN CHICAGO

ON July 2, 1929, a Tuesday without a notable feature to distinguish it from other July days, 169 people registered at Tribune Tower after overlooking Chicago from its pinnacle.

They had been drawn from Moscow, U. S. S. R., Oslo, Norway, and Correction, Kansas. From twenty-nine states and two provinces of Canada. From Los Angeles and New York, North Dakota and Mississippi. Some were making a second visit. Only 72 were natives of Illinois.

In the month of July a total of 12,589 persons visited the Tribune observatory. 83,973 registered in 1928. The total since the opening of the observatory, July 23, 1925, to July 28, 1929, is 338,486. Most of the sightseers praise the Tower, the city and the view,

Pulse-fingering publishers . . . No soap . . . Discriminating tourists . . . Carnage among records . . . Kiplingesque anachronism . . . Flora.

## TOWER

but a few are flippant. "Bunk" is the discerning and laconic comment of one. Another (Los Angeles) says: "Wonderful. Just like Cleveland, Ohio."

### No Sign of Age or Dust or Rust!

OBESITY is sometimes the concomitant of age in industry. Organizations grow, progress, fling energy and strength while young. Then comes a period of settling, of watching an unfeeling world pass with accelerating speed. Finally, a plummeting downward . . .



Not always. When the Chicago Tribune, a struggling infant two-years old, established telegraphic news service in 1849, it showed young vigor. Older papers in the West were still dependent upon horses, packets, and paleolithic railroads.

Nearly fifty years later it scooped the world on Dewey's victory at Manila Bay. Twenty years after that it gave the United States Senate a copy of the Versailles Peace treaty, while others scratched their heads. No sign of age or dust or rust!

Now, eighty-two years young, topping the standard-size newspapers of America in circulation, topping the newspapers of the world in advertising revenue, supreme in Chicago, the Tribune still speeds out the news with unbraked energy, fights for inland waterways, good roads, airports, slings handfuls of irritating sand in the eyes of political schemers, wins a giant, loyal following of readers. . . .



MILWAUKEE, 2 hours from Chicago by train and one by plane, has been reading the Chicago Tribune for years. Daily and Sunday, the Tribune's circulation in the Cream City has grown until it now justifies a more complete account of local news in Milwaukee and Wisconsin.

The Tribune has always furnished the Badger State and its metropolis with national and international news and Tribune features. Beginning September 2, it rounded out this service. Today, through Milwaukee correspondents, the Tribune gives its readers local Milwaukee and Wisconsin news measuring up to the same Tribune standard that has won national recognition for its brilliancy, accuracy and attractiveness.

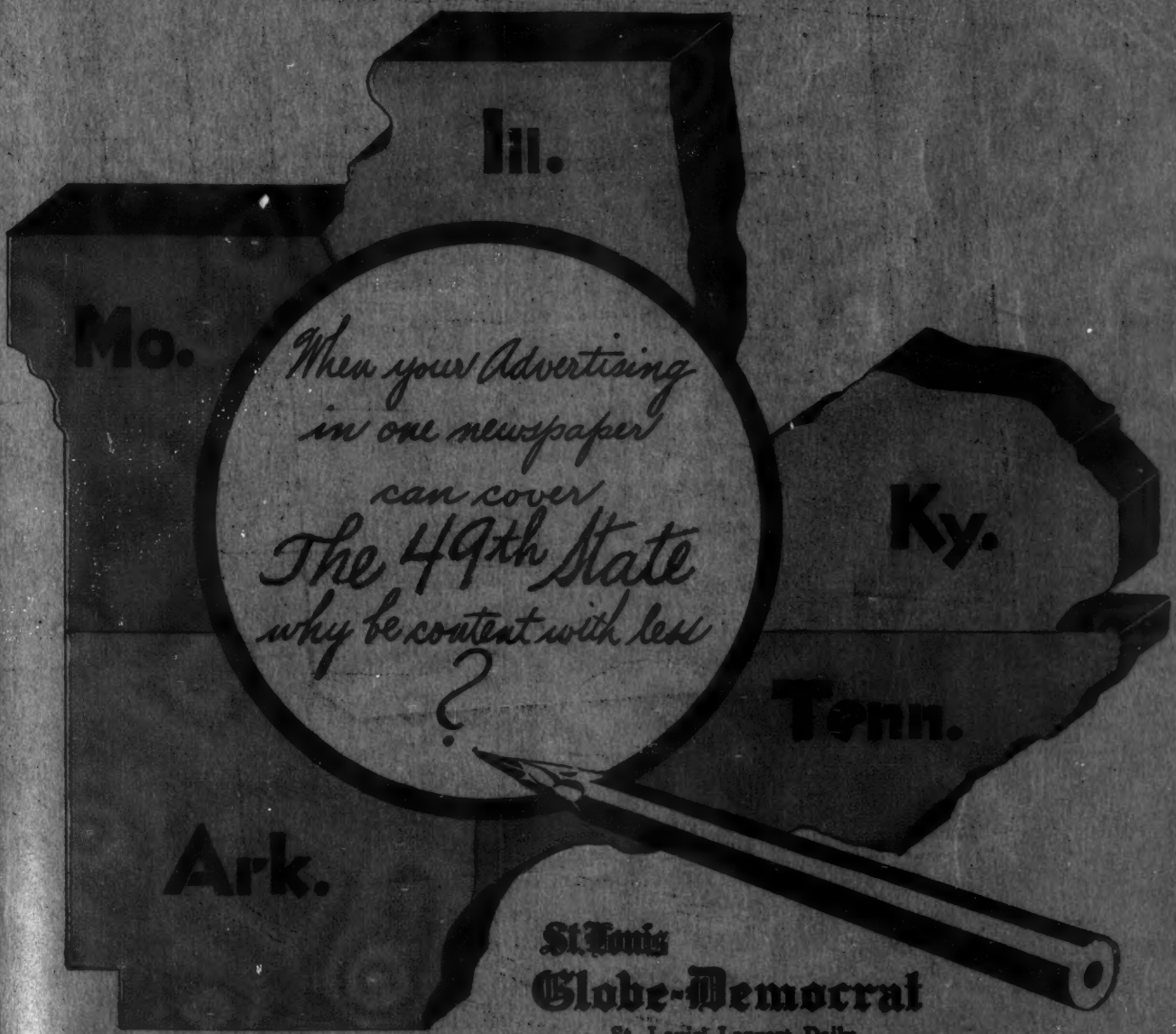


BUS. ADM.  
LIBRARY

Set II

SEP 28 1929

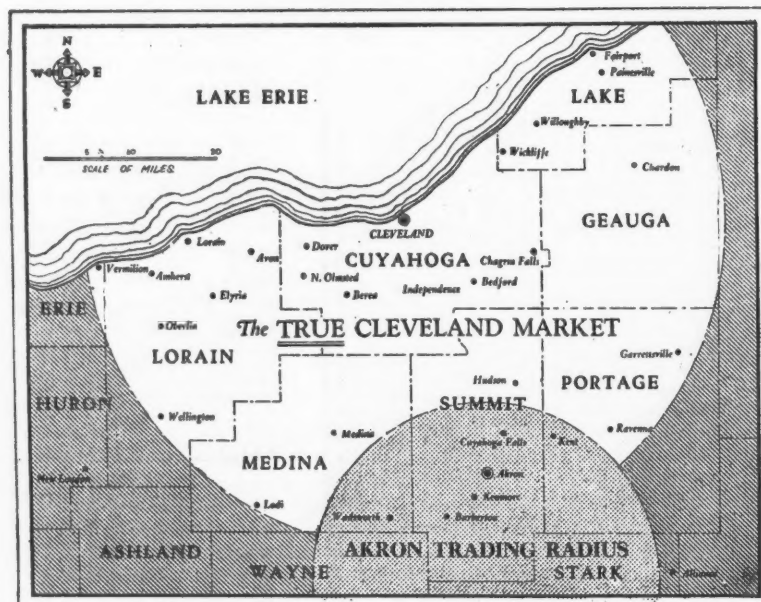
# Sales Management



MARKETS AND  
REFERENCE

DIK  
BER

# Only in The TRUE CLEVELAND MARKET is Cleveland Advertising Profitable



ONLY within the area shown on the above map (The TRUE Cleveland Market—35 miles in radius—1,525,000 in population) can you get electric light power service from Cleveland.

Only within that area is there daily distribution of perishable food from Cleveland.

HERE, ALONE, are freight rates uniform, daily commuting to and from Cleveland, and free delivery service of Cleveland stores.

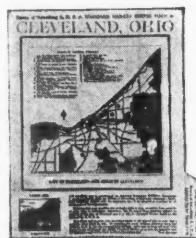
Go beyond this area and

you enter the markets of the other thriving cities of northern Ohio, which have their own electric power plants, own food distributors, own freight rate scales, own commuters, own large merchants offering free delivery.

The TRUE Cleveland Market is small and compact. Ten recognized marketing authorities have established it as the TRUE area of

Cleveland's business influence. Five surveys comprising interviews among 436 distributors of nationally advertised products have proved that it is the only area in which Cleveland newspaper advertising gets profitable results.

In this territory The Cleveland Press offers you a concentration of circulation equalled by but five leading Metropolitan newspapers in the United States. Here, thru this great medium, you may advertise your product with the assurance that your message will be read by those who live near the outlets in which your merchandise is sold.



Write to the Press for your free copy of the Cleveland Market Survey made on the A. N. P. A. Standard Market Survey Form.

## The Cleveland Press

NATIONAL ADVERTISING

230 Park Avenue, New York City  
Atlanta • Detroit • San Francisco

THE ADVERTISING



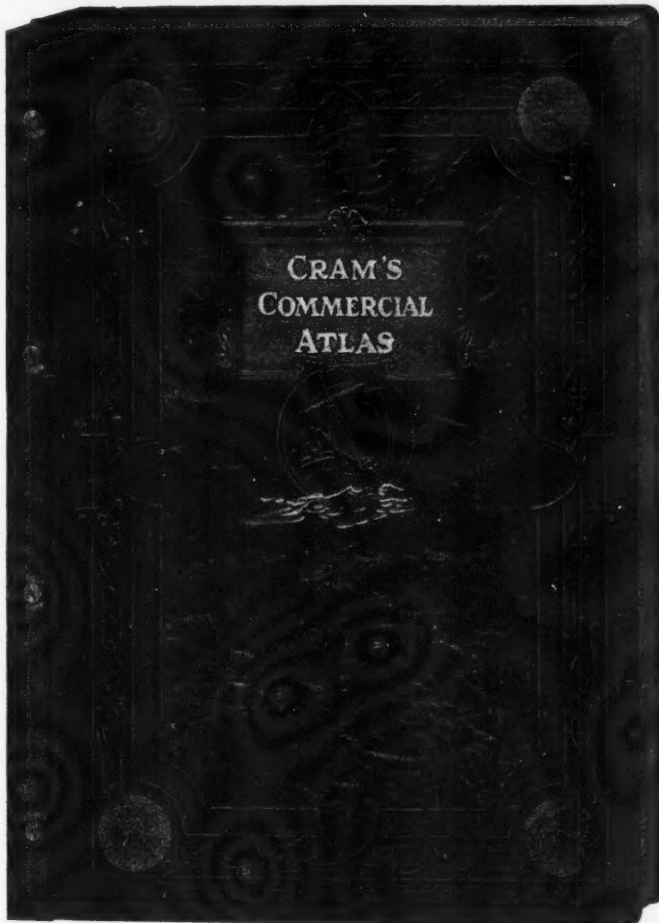
TISING DEPARTMENT

400 N. Michigan Blvd., Chicago  
Philadelphia • Los Angeles

BUY IN CLEVELAND



# CRAM'S LOOSE-LEAF COMMERCIAL ATLAS



Years of careful preparation have produced this last word in an Atlas designed especially to meet the needs of general business use. It is complete, accurate, clear, compact—a beautiful volume, with practical loose-leaf binding, and with a Correction Service available to keep it always up to date. Makes it possible at very reasonable initial cost and extremely moderate annual expense to maintain an adequate Atlas equipment at all times.

## Satisfied Buyers Say

The following comments, quoted from recent letters, indicate the general satisfaction with which this Atlas has been received.

*"It is the best thing of its kind we have ever seen."*

*"Going to be a very valuable asset to this office."*

*"Consider it the most complete, practical and satisfactory work of its kind that has come to my attention."*

*"It would seem that your new book would be invaluable in all newspaper offices as well as in commercial houses."*

*"And we really find that it is the best Atlas on the market today."*

*"We could not do business without it."*

*"It is by far the most complete Atlas that we ever set eyes upon. Every hamlet and crossroad seems to be included in it."*

Among these satisfied buyers are such well-known business houses as:

International Harvester Co.  
Hudson Motor Car Co.  
Link Belt Co.  
Remington Rand Co.  
Marmen Motor Car Co.  
Willys-Overland Co.  
Proctor & Gamble Co.  
General Electric Co.  
Toledo Scale Co.  
Felt & Tarrant Mfg. Co.

John Wanamaker  
Cadillac Motor Car Co.  
Campbell Ewald Co.  
Johns Manville Co.  
E. R. Squibb & Son  
Simmons Boardman Pub. Co.  
Palmolive-Peet Co.  
American Telephone & Telegraph Co.

## Price \$25.00

Price of Atlas includes one year's Map Correction Service without charge. Map Correction Service thereafter, if desired, only \$5.00 per year. Five years' service, keeping Atlas always up to date, figures only \$45.00—an average of only \$9.00 per year.

### Commercial Maps in Four Colors

States, provinces and countries of North and South America, with principal maps of Europe, Asia and Africa.

### Road Maps

Entire United States and Lower Canada in detail, showing type of road surface, State and Federal road numbers, etc.

### State Outline Maps

Black and white, showing only names and outlines of counties.

### Indexes

Very complete. Show all cities, villages and post-offices. State indexes adjoin the maps, showing place names, name of county and key to location on map. Index distinguishes between incorporated and unincorporated towns, and indicates whether post-office or R.F.D.

### Political Divisions

478 political divisions throughout the world all listed in table of contents and gazetteer.

### Loose-Leaf Binding

Heavy loose-leaf binding, two-toned antique art leather, hand-tooled effect. Outstanding in appearance and practical utility.

### Loose-Leaf Convenience

With loose-leaf construction, you can use maps from the Atlas where necessary or convenient and procure additional maps when desired.

### Correction Service

For a small annual charge we supply copies of all new or revised maps as prepared for succeeding editions, thus keeping your Atlas always right up to date. This service is optional but is available if desired.

### Size and Weight

Atlas closed measure 16½x22 inches. 322 pages. Shipping weight 25 pounds.

## Shipped on Approval to Responsible Buyers

We will ship Cram's Loose-Leaf Commercial Atlas on 15 days' approval to any satisfactorily rated business house or to any responsible buyer. If the Atlas does not sell itself during the approval period, it may be returned and charge will be cancelled. Remittance terms, 30 days, if retained.

Same Atlas, with 75 additional pages with large maps of all foreign countries, under the title "Cram's Modern Reference Atlas of the World", can be supplied at \$30.00, with same Map Correction Service. Specify which Atlas is desired on your order.



## THE GEORGE F. CRAM COMPANY

Map Makers for Over 60 Years

Established 1867

32 E. Georgia St.

Indianapolis, Indiana





# As a Sales Executive

you must have a keen appreciation of the selling appeal of the "talkies." Twenty million persons each week file into the motion picture theatres of America! What a

boon for your business—if you could harness this powerful medium of the talking screen to your own special devices.

**STAN-A-PHONE WILL DO THIS FOR YOU!** Stan-a-phone is a comparatively inexpensive, portable talking film equipment, neatly packed in a carrying case and

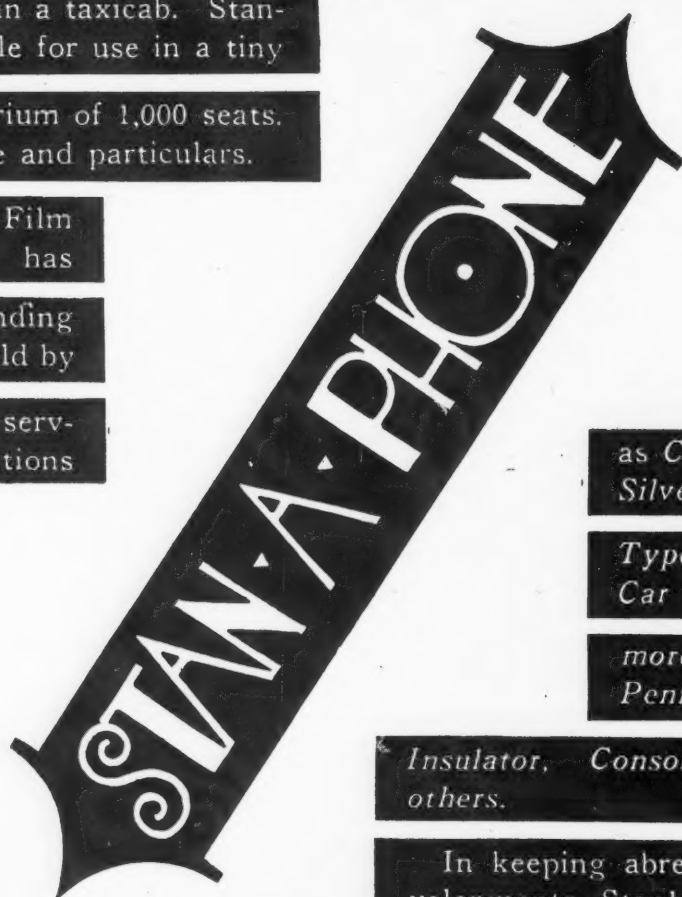
easily transported in a taxicab. Stan-a-phone is adaptable for use in a tiny

office or an auditorium of 1,000 seats. Write for literature and particulars.

The Stanley Film Advertising Co. has

achieved an outstanding leadership in its field by

giving satisfactory service to such institutions



as *Canada Dry, Gorham Silver, Barbasol, Royal*

*Typewriter, American Car and Foundry, Bilt-*

*more Hotels, J. C. Penney Stores, Locke*

*Insulator, Consolidated Gas, and others.*

In keeping abreast of the new developments, Stanley has extended its

service to include the production of talking films. Talking films, as dramatic and entertaining as the best in the theatres, can be made to do the bidding of sales prop-

aganda, advertising and the building of good will. In silent films, too, Stanley continues its service on an enlarged scale. What is your merchandising problem?

Let us study it and suggest a complete movie campaign, relieving you of the responsibility of production, distribution, and exhibition—confronting you only with results.

*Stanley*

**FILM ADVERTISING CO.**

220 West 42nd Street

NEW YORK CITY

# *A New Edition of* **'A Study of All American Markets'** *is now ready for distribution*

Sales and advertising executives will find the information this book contains invaluable in the formulating of merchandising and advertising plans.

Authorities have pronounced it one of the most comprehensive and practical compilations of market facts ever published.

Here is a brief description of the contents:

Nineteen hundred twenty Census and 1929 estimates of population characteristics (total population, number of families, number of dwellings, male buyers 15 years and over, female buyers 15 years and over), automobile registrations for 1928 divided between passenger cars and commercial vehicles, bank deposits (savings) for 1928, and detailed counts of wholesale and retail outlets of distribution — carefully compiled for the 8,046 towns of 1,000 population or more and the 3,072 counties in the United States. All of this information has been specially compiled for this book.

The statistics for the nation's 100 principal markets and a map page for each market are fully covered in the first section of the book, along with the circulation figures of a lead-

ing newspaper in each of the 100 principal markets.

The division of statistics in each county, giving a separation between towns of 1,000 population or more and "All Others or Rural" in the county, is an original and valuable feature in a compilation such as this book contains. The county arrangement of statistics fits in with many other analyses and may be applied to a study of the comparative values of every type of advertising medium or to the solution of sales problems.

One hundred specially drawn marketing maps are included in the book, along with a complete set of forty-eight state maps and specially drawn market map of the United States, printed in three colors, measuring 44 by 67 inches.

*Inquiries for copies of the book should be written on business stationery, enclosing \$1.00 to cover the cost of postage and packing, and directed to*

**THE 100,000 GROUP of AMERICAN CITIES**  
400 W. Madison St., Chicago



Photo by Galloway

## PICTURES AND PROGRESS

It is estimated that about five hundred million people travel in and out of New York City annually. Statistics reveal that the great growth and development in converting natural forces and energies to the use of man through mechanical agencies has followed closely upon the remarkable progress made in the perfecting of the processes of pictorial reproduction and the extended uses of pictures. Sterling has witnessed and taken a part in the activities of this period of expansion. Photo-engravings in all processes.

**STERLING ENGRAVING COMPANY, NEW YORK CITY**



THE GRAND CENTRAL  
STATION, NEW YORK

**TWIN PRODUCTION PLANTS  
DAY and NIGHT SERVICE**

\*\*\*

**475 TENTH AVENUE at 36th ST.  
MEDALLION 1900**

**200 WILLIAM STREET  
BEEKMAN 2900**

Branch Executive Offices:  
**GRAYBAR BUILDING  
LEXINGTON 0702**

\*\*\*

"Sterling Results" a monthly publication devoted to the problems of pictorial reproduction. Copies upon request.



WRITE  
THE WAYNESBORO NEWS,  
WAYNESBORO, VIRGINIA,  
FOR  
INFORMATION ON  
WAYNESBORO

# First

## in Waynesboro, Virginia

WAYNESBORO is the fastest growing city in VIRGINIA today—and perhaps in the whole South. Houses, commercial buildings and public improvements are progressing at dizzy pace.

WAYNESBORO possesses 31 sizable, diversified, operating industries. Chief among these is the DU PONT RAYON COMPANY'S new acetate process plant planned for eight units employing 1,000 per unit. Unit No. 1 is complete and will be in full operation within two months. Plush seat covering material for automobile sedans by the CROMPTON-SHENANDOAH COMPANY; silks by STEHLI SILKS CORPORATION; White-House Vinegar by the NATIONAL FOOD PRODUCTS CO.; furniture by the BASIC FURNITURE COMPANY; stoves and electric ranges by the W. J. LOTH STOVE COMPANY—and many other things make

### WAYNESBORO— Virginia's Industrial Center!

WAYNESBORO is attracting new people daily. These new people buy, and have the money to buy. Their needs are many and varied.

WAYNESBORO people can buy YOUR product; WAYNESBORO people WILL buy your product; but to reach WAYNESBORO people you must use a WAYNESBORO paper. The logical answer is

## THE WAYNESBORO NEWS

WAYNESBORO, VIRGINIA  
"FIRST IN ITS MARKET"

WRITE  
THE WAYNESBORO NEWS,  
WAYNESBORO, VA.,  
FOR  
ADVERTISING RATES  
AND DATA

## THE PUBLISHER'S SLANT

THIS book—*Sales Management's* sixth annual *Reference Number*—is addressed to every one engaged in the production, distribution, and sale of goods. It is intended for busy executives and their staffs. Therefore, its contents are not unduly bulky. They are of this age. No tolerance has been given to mere routine statistics of little value as business guides, however imposing in appearance or sanctioned by usage. In design, natural lines are followed. Business men nowadays think first of markets, consumer and industrial. Production projects come next in order. Distribution of goods follows. Then comes promotion of sales and selling effort. These steps lead to means of getting attention of market places—agencies expert in that job, the media through which it can best be done in particular cases, and the materials for the work. This order of events governs the arrangement of the book.

Buying power of the people by county units is here for the first time shown definitely in estimates of their spendable income from all sources, rather than by such more or less unrelated indices as telephone users, wired homes, bank deposits, value added to raw material by factories, number of selling outlets, and the like. Incomes above \$1,000—that can be spent and not only that part of them which is subject to tax—are broken down into two main groups. And, as a major item in evidence of buying habits, automobile registrations are given by price classes instead of the outgrown division into Fords and non-Fords. This treatment also ensures freedom from the taint of statistical staleness, since few of the ordinary data available by counties are anything like contemporaneous.

Many hard-headed business men have ridiculed statistics for many years past. And not without reason. The science of statistics is still in an evolutionary stage, but it is making fast progress. Today business men are themselves measured to no small extent by their ability to comprehend and utilize statistics.

Accuracy has become a watchword. Timeliness is no longer neglected. Ease of understanding is now sought. In short, the challenges to the value of statistics have been responsible for their change in form and character.

And so in preparing this book we have tried to profit by the lessons of advanced statistical engineering, and at the same time have put ourselves in the shoes of the executives in charge of marketing. In a sense it is our publishing rôle to interpret statistical sophistication by putting its handiwork in a form usable by practical business men.

We have found company executives insistent in their demand for statistics that are of today. Old figures force them to make their own current estimates, and they are often not qualified to do this on sound lines. We have, therefore, as far as practicable, reduced everything to the basis of 1928, the most recent calendar year. We have resorted to estimates where necessary, arriving at them by methods subject to only a small percentage of error. These estimates, needless to add, are far more reliable and usable than any statistics, official or otherwise, that are already several years old. In other words, we have brought you up to date—where you would have had to bring yourself if we had not engaged experts to do this tedious and highly technical job for you.

For the rest it is enough to say that in a single handy volume, arranged with a view to ease of consultation, we have here an epitome of all the books and reports bearing on the subject with which it is concerned—enough to fill a well-stocked business library.

# SALES MANAGEMENT MARKETS AND MEDIA REFERENCE NUMBER 1929 - - - 1930

RAYMOND BILL, *Editor*; HENRY J. WRIGHT, *Advisory Editor*; RAY B. PRESCOTT, *Associate Editor*; JAMES C. COOK, *Managing Editor*; JANET DUBLON, *Assistant Editor*; CHRISTOPHER ANDERSON, *Assistant Editor*.

*Sixth Annual Edition*

PUBLISHED BY SALES MANAGEMENT, INC.  
420 Lexington Avenue, New York, N. Y.

(Copyrighted 1929 by Sales Management, Inc.)



# THE NEWARK MARKET

Newark, New Jersey, conceded to house the greatest concentration of population in the country, is the Metropolis of Northern New Jersey and the most rapidly expanding section of the Metropolitan area. It is the axle of a million and a half people who daily revolve around its social and commercial interests.

These people have money to spend. Income Tax statistics prove it conclusively. They are your audience. They need all those commodities vital to existence. They have money for luxuries as well. They are receptive and generously responsive to your advertising messages.

Talk to this audience directly. Use the medium which dominates this rich, fertile territory . . . the

## Newark Evening News

It's the home newspaper in the Newark Market. And because it is 90% home delivered is one reason for its powerful influence upon those people who are the Newark Market.

Circulation in  
excess of  
**140,000**  
copies daily

Eugene W. Farrell

*Business and Advertising Manager*

215-221 Market Street, Newark, New Jersey

**O'MARA & ORMSBEE, Inc.**

*General Advertising Representatives*

NEW YORK CHICAGO DETROIT LOS ANGELES SAN FRANCISCO

# CONTENTS

The Publisher's Slant .....	10
What This Book Contains .....	14

## DOMESTIC MARKETS

<b>I—United States Commerce in 1928</b> .....	17
Barometrical Indices of Production, Distribution and Prices of Goods, as Well as of Employment and Payroll .....	
Individual Income Returns Compared—By States .....	20
<b>II—Sales Management Measure of Buying Power</b> .....	21
Total Spendable Income in the United States (1921-1928) .....	22
Total Spendable Income in 1928 From All Sources by Counties... ..	23
Including:—Population .....	
Automobile Registration by Price Classes .....	
Number of Incomes of \$1,000 or More .....	
All Spendable Money Income (Urban, Farm, Total, and Per Capita) .....	
Market Data on United States Territories .....	62
<b>III—Industrial Markets</b> .....	63
Index for Selling the Industrial Market .....	
Number of Factories and Main Output .....	64
A Guide to Selling the Transportation Market .....	71
A Statistical Summary of the Entire Constructive Market .....	72
A Guide for Selling Building-Engineering Materials and Machinery .....	73
Mining and Public Industries .....	74
A Guide to Selling the Institutional Markets .....	75
Statistics of Manufacturing Industries .....	76
<b>IV—Distribution of Goods</b> .....	77
Volume of National Retail Sales by 50 Classes .....	78
The Eleven City Census of Distribution Clarified and Condensed .....	79
Volume of Wholesale Business in Eleven Cities .....	80
Annual Retail Sales in Eleven Cities .....	81
Retail Sales in Eleven Cities Classified by Commodities .....	82
Chain Stores in the United States .....	83
Independent Retail Stores Classified by Amount of Annual Sales Volume .....	84
Chain and Independent Store Sales Compared .....	85
Composite Table of Outlets by States (Retail) .....	86
Composite Table of Outlets by States (Wholesale) .....	88
A Market Guide for Selling the Oil Burner Industry .....	89
A Market Guide for Selling Electrical Appliances .....	90
Retail Radio Sales .....	91
Radio and Telephone Census by States .....	
Peak Seasons in Industry .....	92
When to Sell to Department Stores .....	94
Market Surveys Made by Newspapers .....	95
Market Surveys Made by Magazines .....	98
Market Surveys Made by Farm Papers .....	100
Market Surveys Made by Business Papers .....	103
Airplane Routes Between Principal Airports in the U. S. .....	104
Automobile Operating Costs Per Mile .....	
Railroad Fares Between Principal Cities of the United States .....	105
Automobile Mileage Between Principal Cities of the U. S. .....	
<b>V—Advertising Appropriations</b> .....	107
How the Advertising Dollar Is Spent (With Colored Charts) .....	108
Newspaper Lineage of 2,364 National Advertisers .....	117
Rotogravure Lineage of National Advertisers .....	126
Newspaper Advertising Lineage by Cities and Individual Newspapers .....	128
Magazine Advertising by Leaders .....	131
Magazine Advertising by Individual Media and Industries .....	134
Agricultural Publication Advertising by Industries and Leaders .....	
Radio Broadcast Advertising by Industries .....	136
Radio Broadcast Advertising by Leaders .....	138
<b>VI—Advertising Agencies</b> .....	139
Principles Governing the Selection of Agencies .....	139
Guide to Advertising Agencies .....	143
Guide to Sales Counsellors, Engineers and Research Organizations and Direct Mail Specialists .....	220
<b>VII—Advertising Media</b> .....	227
Newspaper Circulations and Rates .....	228
(With Populations of Cities and Trading Zones) .....	
Advertising Representatives of Newspapers .....	268
Rotogravure Sections of Newspapers—Circulations and Rates .....	270
Foreign Language Papers in the United States—Circulations and Rates .....	271
Country Newspaper Circulations and Rates .....	272

Magazine Circulations and Rates .....	274
Farm Paper Circulations and Rates .....	278
Business Paper Circulations and Rates .....	280
Radio Broadcast Advertising Rates .....	284
Outdoor Advertising Rates .....	285
Hundreds of Industries Now Use Film to Put Their Message Over Comparative Costs and Weights for the Two Chief Kinds of Film Equipment .....	288
Portable Projectors and Equipment for Advertisers .....	290

<b>VIII—Advertising Materials</b> .....	293
Direct Mail Survey .....	295
Mailing Lists and Their Relation to Direct-Mail Work .....	
Equipment for the Advertising Department .....	300
Mailing List Houses .....	
Prizes, Premiums .....	302
Catalogue Covers .....	
Typographers .....	
Catalogue Cover Manufacturers .....	304
Loose-Leaf Binder Manufacturers .....	
Sign Manufacturers .....	306
Window and Counter Display Manufacturers .....	308
Makers of Advertised Brands of Paper .....	310
Printers and Lithographers .....	316
Rotogravure Printers .....	
Multigraphers .....	324
Label Manufacturers .....	
Photographers .....	327
Electrotypers and Photo Engravers .....	328
Envelope Manufacturers .....	330
Packaging and Container Manufacturers .....	335

## FOREIGN MARKETS

Publisher's Note on Foreign Markets .....	338
(Foreign Trade in the Fiscal Years Ended June 30, 1929) .....	
<b>I—General Exporting</b> .....	339
Consolidated Income Statement of Foreign Business for the Year Ended Dec. 31, 1928 .....	
Foreign Trade of the United States in Goods—1928 and 1927 .....	340
Selling Foreign Markets .....	342
1929 World Census of Cars, Trucks and Busses .....	344
<b>II—Canadian Markets</b> .....	345
Population Tables .....	346
Retail Outlets .....	348
Guide to Canadian Advertising Agencies .....	350
Canadian Newspaper Circulations and Rates .....	354
Canadian Magazine and Farm Paper Circulations and Rates .....	355
Principal Canadian Business Papers .....	356
Canadian Market Surveys .....	
<b>III—Great Britain</b> .....	357
Ranks First as Buyer of American Goods .....	
British Population and Market Statistics .....	359
Selecting Advertising Agents in Great Britain .....	360
Principal Newspapers of Great Britain .....	369
Principal American Advertisers Operating in the British Market .....	371
Digest of Patent Laws of the World .....	372
<b>IV—German Markets</b> .....	373
Germany—Second Largest European Customer of the U. S. .....	
Germany's Chemical Imports .....	380
The Market for Household Electrical Appliances in Germany .....	
Guide to German Advertising Agencies .....	384
Principal German Newspapers .....	387
Principal German Magazines and Periodicals .....	400
Foreign Currency .....	403
<b>V—Miscellaneous Foreign Countries</b> .....	402
France .....	403
Italy .....	
The Orient and Oceania .....	404
Latin America .....	405
Principal Foreign Newspapers—Europe .....	406
Principal Foreign Newspapers—The Orient and Oceania .....	407
Digest of Trade Mark Laws of the World .....	408
Index .....	409
Index to Advertisers .....	413

For Detailed Index, Classified by Topics, Lines of Business, Commodities, and Geographical Divisions—Domestic and Foreign—See Pages 409, 410, 411, and 412

## WHAT THIS BOOK CONTAINS

Before entering upon any detailed description of the contents of this book it seems proper to call particular attention to some of its features which in the judgment of the editors possess intrinsic merits of high practical value, apart from their quality of rather striking originality. These may be briefly summarized as follows:

1. An original table compiled by SALES MANAGEMENT which shows where people live and how much in dollars and cents they have to spend—the two most important factors needed in preparing workable sales and advertising campaigns. This table gives by counties for the latest calendar year, 1928.
  - (a) Total spendable incomes of all the people in this country by urban and farm populations as well as by per capita totals;
  - (b) Number of spendable, as distinguished from taxable, incomes of \$1,000 or more by two main classes—those of \$1,000 to \$5,000 and those over \$5,000;
  - (c) Automobile registrations by price classes—those of cars costing less than \$1,000 and those costing more than \$1,000.
2. A summary of domestic business of the United States from 1922 to 1928, the current period of prosperity, down to the latest calendar year, as shown by index numbers of production, distribution, and prices of goods together with employment and payrolls in leading industries;
3. Figures indicating the extent of total retail sales in the country and by 50 different lines of trade;
4. Figures indicating possibilities of all chain-store sales; also in 44 different lines of trade;
5. Total lineage taken by each of 2,364 national advertisers in the newspapers of the 77 largest cities of the country, classified by industries—first publication of any comprehensive count and analysis of national advertising in American newspapers;
6. Income statement of United States trade with the rest of the world in 1928.

The items mentioned under (1) comprise the count and analysis of consumer markets, generally referred to as county buying power. This extensive compilation, consulted in connection with the index numbers of domestic business of the country, mentioned under (2), and the analysis of all retail trade (3), furnish with unusual fulness underlying facts which should be prerequisite to merchandising planning, whether on a large or a moderate scale. The section devoted to advertising promotion, enriched by the count and analysis of national advertising in the big newspapers (5), puts a finishing touch on these preliminaries, setting forth as it does how the advertising dollar is apportioned among the various media by leading industries, and how space is taken in the newspapers and dollars spent in the magazines together with similar records of the other media.

The data concerning the industrial markets are taken largely from the Census of Manufacturers for 1927, the latest report. The complete schedules had not yet come out of the Public Printer's Office when this book went to press, but preliminary sheets furnished by the Bureau of Census enable us to summarize most of the statistics which appear in the complete volume. Other records in this section are made up for the most part of reliable trade and business paper estimates which are as nearly current as possible. The sharp demarcation between consumer and industrial markets, which has been made in this book, permits a careful segregation and avoids futile attempts to break down industrial market data that are fresh enough to possess useful properties.

In the section dealing with distribution of goods, considerable space has been given up to an original abstract of the Census of Distribution in 11 cities. This has been done for several reasons. The government report has not been widely circulated. There are so many figures that for a busy man selection of what he requires for guidance is not easy. And, in view of the forthcoming national Census of Distribution, likely to be published in 1932, familiarity with Census methods is highly desirable. In presenting lists of outlets, wholesale and retail, preference has been given to those with commercial

ratings. Most lists include every dealer; regardless of size or financial stability. For the guidance of marketing executives a reasonable sifting has seemed to be desirable. The subdivision showing seasonal variation in production and distribution is based on Department of Commerce reports.

The advertising agency section is made up of lists and sketches of dependable concerns that have passed competent scrutiny. For handy reference by merchandisers in need of expert assistance in advertising campaigns these lists contribute a veritable guide. Published here they have a much wider circulation than is given to them in their original form.

Media circulation and rates are gathered into a highly convenient, condensed form which in orderly arrangement, gives all essential facts required for broad planning of campaigns.

The concluding section of the domestic division of the book assembles much practical data about materials used in advertising. The whole subject of direct-mail has been treated here because its paraphernalia are not readily separable from their use. As a concrete way of helping those requiring paper and engraving, etc., we have asked users of these materials to indicate where they have found satisfactory service.

The foreign division, summarized in the unique and striking income statement of the United States in trade with the rest of the world (6) attempts no more than an outline of the markets with which our export business is most concerned, reinforced by useful hints as to the most profitable and approved practices in developing foreign trade.

For cooperation by helpful suggestion and material we are indebted to so many organizations and individuals that acknowledgment of them all here is impossible. In mentioning a few of these there is no intention, it should be added, to share with others responsibility for anything that appears in the pages following, but merely to express appreciation of interest shown and advice given. We are particularly indebted in this way to many members of the staff of the Department of Commerce, including Dr. Frank M. Surface, Assistant Director in charge of Domestic Commerce; Paul W. Stewart, Author of Country Market Data Book; Eric T. King, Chief Specialties Division; Marshall T. Jones, Chief Electrical Division; Gorton James, Domestic Commerce Division; Grosvenor M. Jones, Finance and Investment; A. L. Bush, Chief Special Inquiry Section; E. D. Borden, Manager, Domestic Distribution; W. M. Stewart, Director of the Census; E. K. Ellsworth, Field Division; Robert J. McFall, Chief Statistician for Distribution, Census Bureau; Dr. C. M. Hill, Chief Statistician, Census Bureau; LaVerne Beales, Statistician, Census Bureau, and C. E. Batschelet, Geographic Division, Census Bureau. We owe much also to Dr. Willford I. King, of the National Bureau of Economic Research; Gordon G. Corbaly, of the Food Institute; Dr. Daniel Starch, of the American Association of Advertising Agencies; associates of J. Walter Thompson Co.; of Batten, Barton, Durstine & Osborn; William H. Rankin Co.; McGraw-Hill Publishing Co., Inc.; Butterick Publishing Co.; Curtis Publishing Co.; Crowell Publishing Co.; Simmons Boardman Publishing Co.; *Chain Store Age*; *The Iron Age*; *Electrical Record*; Dodge Publishing Co.; New York Telephone Co.; Arthur H. Ogle, former manager of Association of National Advertisers; Earl Whitehorne, Assistant Vice-President McGraw-Hill Co.; Keith S. McHugh, Vice-President of the New York Telephone Co.; A. Heath Onthank, formerly of the Department of Commerce; Rudolph Mosse, Inc., Irving National Bank, New York; as well as to commercial attachés and trade commissioners in various foreign countries, and in Canada to the Department of Trade and Commerce, the Dominion Bureau of Statistics, the Vancouver *Sun*, and *MacLean's Magazine*.

THE EDITORS.



# DOMESTIC MARKETS

- |  |                                     |
|--|-------------------------------------|
| <b>I</b> United States Commerce for 1928           | <b>V</b> Advertising Appropriations |
| <b>II</b> Sales Management Measure of Buying Power | <b>VI</b> Advertising Agencies      |
| <b>III</b> Industrial Markets                      | <b>VII</b> Advertising Media        |
| <b>IV</b> Distribution of Goods                    | <b>VIII</b> Advertising Materials   |

# BUCKET-BRIGADE BUSINESS



**D**ELIVERY has always been a factor in commercial success, but not the kind of delivery your trade now expects, demands and gets! The old "twelfth of a dozen, assorted" joke has almost come true, has become a normal—and perfectly rational—trade practice.

Backed and advised by his banker, the retailer has refused definitely and permanently to carry the load. The wholesaler, for the most part, has ceased to be a reservoir. The whole chain of distribution is a *bucket-brigade*, the buckets are passed rapidly from hand to hand . . . and *nobody* holds on.

It is up to the manufacturer to produce as close to his market as possible, to warehouse within quick delivery range of his trade in each major territory—and to speed up his service all along the line.

In the South there is a dual advantage to this program. The rich Southern market is spending its new-found wealth with those who serve it best. The manufacturing economies of the South are bringing a better margin of profit to those who establish branch factories here from which to serve the market better.

Thus when you consider placing a branch factory in Georgia and a factory branch in Atlanta you are planning for a double profit. One from the profitable sale of the additional volume to be had only by serving the South from its natural economic center. The other from the broader margin of profit, due to Georgia's manufacturing advantages.

Smooth, uninterrupted operation is one of the major advantages. Efficient, willing, interested Anglo-Saxon labor speeds production, cuts costs. Taxes are low. Diversified, plentiful and

cheap raw materials are within easy haul. Power rates compare with the lowest in America. Buildings cost 20% to 35% less than elsewhere.

And from Atlanta the goods made under these favorable conditions may be most effectively distributed. Fifteen main lines of eight railroad systems radiate from Atlanta, reaching eighteen million prosperous people overnight. Air mail links Atlanta—North, South, East and West—with the rest of the country, keeps Distribution City in close touch with branches and home offices in other sections.

It may be that yours is the exceptional business that cannot profit by Atlanta location—but neither you nor we can be sure of that without a careful investigation. The Atlanta Industrial Bureau stands ready to undertake a survey, to gather all the facts first hand, and to lay on your desk a thorough and authoritative report of the actual conditions here as they relate to your business.

A note from you will start this work, which will be carried on in the utmost confidence—and without charge or obligation, of course. Write

INDUSTRIAL BUREAU, CHAMBER OF COMMERCE  
9386 Chamber of Commerce Building

# ATLANTA

Industrial Headquarters of the South



**Send for this Booklet!**

It contains the fundamental facts about Atlanta as a location for your Southern branch

## I

## U. S. COMMERCE 1928

### BUSINESS AT ITS HIGHEST LEVEL

#### Barometrical Indices of Production, Distribution, and Prices of Goods, As Well As of Employment

**T**HERE is no better summary of the domestic business of the country than that to be found in the Commerce Year Book for 1929. From its pages, therefore, these outstanding paragraphs are here quoted as a suitable prelude to the mass of detailed information that follows.

The business of the United States in 1928 was on the highest level ever attained, continuing the prosperity characteristic of every year since 1921, and reflecting the steadily increasing efficiency of both industry and trade. The slight recession in activity which appeared toward the close of 1927 was promptly recovered after the turn of the year and business continued very active throughout the remainder of 1928.

Manufacturing output, the most comprehensive measure of economic activity, was 3 per cent above the previous peak of 1926. Mineral output, chiefly because of smaller coal production, was slightly less than in 1926 or 1927. Tonnage of railway traffic increased slightly, and on account of reduced operating expenses the net operating income of the railways was 10 per cent greater than in 1927. Wholesale prices in domestic markets averaged a little higher than in 1927, mainly because of advance in farm products, but the declines in that class of commodities after the harvest brought the general price index for December, 1928, to the same level as it was 12 months before.

#### *Manufacturing, Mining and Construction*

Manufacturing production in 1928 was the largest ever reached, being 5 per cent above that in 1927, and 66 per cent above that of the depression year of 1921. Of the 12 groups of manufacturing industries distinguished, 9 showed increases in output compared with 1927. The greatest relative gains were in the iron and steel, automotive, rubber tire, and petroleum refining groups; other groups showing increased output were food products, paper and printing, cement, brick and glass, nonferrous metals, and tobacco manufactures. There was an insignificant decline in the leather and shoe group, while production of textiles and lumber was from 5 to 6 per

cent less than in 1927. In most groups activity was higher during the latter part of the year than at the corresponding time of 1927.

Mineral production last year continued on a high level, although, because of a decrease of 4 per cent in coal output, the general index was about 1 per cent lower than in 1927 and 2 per cent below the peak of 1926. The more or less stationary position of the coal industry in recent years has been due partly to the competition of petroleum and water power and partly to the improved efficiency with which fuel is burned. Production of petroleum in 1928 continued at the high level of the preceding year, while that of copper was the greatest ever reported, and iron ore shipments were much larger than in 1927.

#### *Agriculture*

Agricultural production has increased considerably in recent years despite the decline in workers on farms. The output in 1927 is estimated at about 19 per cent more than in 1919, while the amount produced per worker has risen nearly 30 per cent. There was a further expansion of production in 1928.

The acreage planted to crops during 1928 was slightly larger than in any post-war year. As compared with 1927 a decided increase occurred in the area planted to tobacco, cotton and potatoes, and especially barley. Cotton acreage remained below the peak figures of 1925 and 1926. In general yields per acre were somewhat higher than in immediately preceding years.

The general index of quantity of major crops was about 5 per cent higher than in 1927. The weighted index of prices of farm products on the farm, compiled by the Department of Agriculture, averaged for the calendar year 1928 about 6 per cent higher than in 1927, and higher than in any other year since 1920 except 1925.

The output of animal products, as indicated by the marketings of leading centers, was apparently about 2 per cent greater than in 1927, although less than the peak figures of 1923 and



## Barometrical Indices of Production, Distribution, and Prices of Goods, as Well as Employment and Payroll—(Continued)

1924. The quantity of meat produced was about the same as in the three preceding years, although considerably less than in 1923 and 1924. The marked increase in pork over 1927 was substantially balanced by reduced output of beef.

### Trade

Fundamental changes in our distribution system have been taking place gradually. Manufacturers tend more to sell directly to large retail organizations such as chain stores, mail-order houses, and department stores, and even to sell to consumers. For this reason there is some downward tendency in the sales by wholesale merchants, contrasting with an increase in production of commodities and in retail trade. The value of sales reported by wholesale dealers in 1928 was about 1 per cent less than the year before, despite some slight increase in price levels. This is the third successive year in which this index has declined. There were, however, increases in sales of drugs, meats, and groceries over 1927 figures.

Sales of department stores, chain stores, and mail-order houses have increased every year since 1921 and in 1928 made

record totals. Department store sales were 24 per cent greater than in 1921, and those of mail-order houses 105 per cent greater, while several of the classes of chain stores have also more than doubled their sales. These three forms of retail distribution, however, owe part of their gain to the shift in favor of other classes of stores for which there are no statistical data. Sales of department stores in 1928 were about 1 per cent greater than the year before, those of mail-order concerns about 14 per cent greater (partly as the result of establishment of retail stores in a number of cities), while those of several classes of chain stores showed for the most part increases ranging from 5 per cent to 20 per cent, though there was a slight decline in the sales of cigarette chains as a result of reduction in prices.

In the following table has been compiled from the Department of Commerce records index numbers over a period of years showing high spots in the progress of industry and trade of the country. It is a comprehensive statistical abstract of business in the United States from 1922 to 1928, the period of our present prosperity.

### Production (Monthly Average, 1923-1925 = 100)

	1922	1923	1924	1925	1926	1927	1928		1922	1923	1924	1925	1926	1927	1928
<b>Raw Materials</b>								<b>Textiles</b>							
Mass of crop production....	99	99	100	101	103	104	108	Cotton consumption.....	99	106	90	104	109	121	107
<b>Minerals.....</b>	<b>74</b>	<b>105</b>	<b>96</b>	<b>99</b>	<b>108</b>	<b>107</b>	<b>106</b>	Wool machinery activities...	98	113	93	94	87	87	85
Bituminous coal.....	78	108	92	100	110	99	94	Carpet and rug loom activities...	104	112	90	98	87	88	89
Anthracite.....	65	115	108	77	105	99	95	Silk deliveries.....	90	88	90	123	123	135	140
Crude petroleum.....	75	100	97	103	104	121	122	Silk loom activities.....	76	95	92	113	109	111	119
Iron ore shipments.....	82	114	82	104	113	95	104	<b>Leather</b>							
Iron and steel.....	83	105	88	106	113	104	119	Sole leather.....	109	117	91	92	85	98	100
Copper, mine production....	62	93	100	106	110	105	115	Upper leather, cattle.....	103	117	87	96	87	84	72
Zinc.....	68	96	97	107	116	111	112	Upper leather, calf.....	96	113	102	86	93	101	94
Lead.....	77	88	102	111	114	112	106	Goat and kid.....	118	114	85	101	119	122	130
Silver.....	87	102	100	98	95	93	88	Boots and shoes.....	98	107	95	98	99	104	105
Forest products.....	90	99	97	104	98	93	88	<b>Building Material</b>							
<b>Finished Products</b>								Lumber.....	90	99	96	104	98	93	86
Manufactures.....	87	101	94	105	109	106	111	Oak and maple flooring....	75	91	95	114	119	103	114
<b>Automotive</b>								Cement.....	76	92	100	108	110	115	118
Automobiles.....	66	102	90	107	111	88	113	Face brick.....	85	100	96	104	104	107	105
Tires—Pneumatic.....	78	86	98	116	117	123	149	Paving brick.....	111	89	100	81	84	.....	.....
Inner tubes.....	72	85	99	116	108	99	113	Plate glass.....	90	92	118	130	112	132	.....
Gasoline.....	68	83	98	119	134	152	173	<b>Paper and Paper Products</b>							
Lubricating oil.....	83	93	98	110	115	112	123	Newsprint.....	97	100	98	102	112	99	94
<b>Food products.....</b>	<b>94</b>	<b>99</b>	<b>103</b>	<b>98</b>	<b>97</b>	<b>96</b>	<b>98</b>	Book paper.....	81	93	102	106	111	110	124
Slaughtering, hogs.....	87	107	106	86	82	88	100	Wrapping paper.....	80	98	98	104	103	105	108
Slaughtering, cattle.....	91	96	101	103	107	100	89	Fine paper.....	91	94	93	113	115	112	115
Slaughtering, calves.....	85	91	100	109	105	99	95	Box board.....	83	95	100	106	118	112	121
Slaughtering, sheep.....	92	97	101	101	109	109	114	Wood pulp—mechanical....	89	94	105	101	111	95	96
Wheat flour.....	98	98	104	98	100	97	100	Wood pulp—chemical.....	84	94	101	104	114	110	109
Sugar meltings.....	112	90	99	111	112	106	103	Paper boxes.....	92	97	111	128	124	132	.....
<b>Tobacco Products</b>								<b>Fuel Other than Gasoline</b>							
Cigarettes.....	75	90	99	111	125	136	148	Kerosene.....	94	95	102	102	105	96	103
Cigars.....	104	104	100	96	97	97	95	Fuel oil.....	79	89	99	112	113	121	131
Manufactured tobacco and snuff.....	102	100	100	100	100	96	93	By-product coke.....	77	101	91	108	120	118	130
								Bee-hive coke.....	63	141	76	83	98	57	34

### Distribution (Monthly Average, 1923-1925 = 100)

	1922	1923	1924	1925	1926	1927	1928		1922	1923	1924	1925	1926	1927	1928
<b>Agricultural Product Marketings</b>								<b>Boots and shoes.....</b>	<b>97</b>	<b>104</b>	<b>98</b>	<b>98</b>	<b>101</b>	<b>104</b>	<b>98</b>
All crops.....	99	92	104	104	109	113	117	Hardware.....	86	102	97	101	100	95	93
Grains.....	117	98	114	88	89	103	120	Drugs.....	87	97	99	104	107	108	113
Vegetables.....	103	97	101	102	102	113	111	Furniture.....	85	102	93	105	102	100	98
Fruits.....	88	101	101	99	113	103	112	Department stores, value of sales.....	88	98	99	103	106	107	108
Cotton products.....	87	82	99	119	125	120	118	<b>*Chain Stores, value of sales</b>							
Miscellaneous.....	91	96	98	107	116	132	113	Grocery.....	69	85	97	118	143	174	208
<b>Animal Product Marketings</b>								5 and 10 cent.....	74	88	99	113	125	138	150
Wool.....	120	91	126	83	106	138	132	Wearing apparel.....	64	83	98	119	149	189	225
Livestock.....	92	103	104	93	90	89	91	Drug.....	82	93	98	109	126	143	166
Poultry and eggs.....	94	103	101	96	102	102	103	Cigar.....	93	98	100	102	111	111	107
Fish.....	84	92	96	112	124	136	139	Shoe.....	86	93	101	106	113	115	125
Dairy products.....	93	96	103	101	101	103	102	Candy.....	77	93	101	106	114	119	125
<b>Wholesale trade, value of sales</b>	<b>89</b>	<b>100</b>	<b>98</b>	<b>102</b>	<b>101</b>	<b>97</b>	<b>96</b>	<b>*Mail order houses, value sales.....</b>	<b>73</b>	<b>92</b>	<b>98</b>	<b>110</b>	<b>115</b>	<b>120</b>	<b>137</b>
Groceries.....	93	100	101	99	98	94	95								
Meats.....	83	94	96	110	115	108	113								
Drug goods.....	89	103	97	100	94	89	85								
Men's clothing.....	80	99	98	103	95	96	91								

\*Increases after 1925 due largely to opening of retail stores by Sears, Roebuck & Co. and Montgomery, Ward & Co.

## Barometrical Indices of Production, Distribution, and Prices of Goods, as well as Employment and Payroll—(Continued)

### Distribution (Continued)

\*Average Number of Stores

	1922	1923	1924	1925	1926	1927	1928		1922	1923	1924	1925	1926	1927	1928
Grocery.....	11,933	16,028	19,019	23,991	26,296	28,521	29,317	Drug.....	435	534	581	618	724	861	1,007
5 and 10 cent.....	1,844	2,067	2,231	2,387	2,558	2,830	3,057	Cigar.....	2,518	2,760	2,797	3,040	3,349	3,439	3,543
Wearing apparel.....	381	497	616	720	833	986	1,195	Shoe.....	305	345	409	490	553	600	661
								Candy.....	102	175	189	219	255	264	299

\*Increases after 1925 due largely to opening of retail stores by Sears, Roebuck & Co. and Montgomery, Ward & Co.

### Prices—Wholesale

(1926 = 100)

	1922	1923	1924	1925	1926	1927	1928		1922	1923	1924	1925	1926	1927	1928
<b>Farm Products</b>								<b>Agricultural implements.....</b>	88.2	98.8	105.7	100.4	100.0	99.2	98.8
Grains.....	85.0	88.0	100.6	118.3	100.0	100.9	107.3	Other metal products.....	94.7	103.3	101.7	100.5	100.0	100.2	97.2
Live stock and poultry.....	83.2	77.7	79.3	98.9	100.0	98.9	105.4	<b>Automotive</b>							
Other farm products.....	103.4	116.7	114.2	114.5	100.0	99.2	105.8	Automobiles.....	116.6	108.7	107.5	105.3	100.0	102.5	106.9
<b>Foods</b>								Tires.....	115.4	109.5	92.6	98.6	100.0	96.3	64.4
Meats.....	76.6	76.2	75.7	93.2	100.0	92.7	107.0	<b>Building Materials</b>							
Butter, cheese and milk.....	91.4	103.4	94.5	101.1	100.0	104.0	105.6	Lumber.....	99.1	111.8	99.3	100.6	100.0	92.5	90.1
Other foods.....	93.6	99.6	100.0	104.5	100.0	96.2	95.5	Brick.....	99.4	103.6	103.4	100.1	100.0	93.2	92.7
<b>Leather</b>								Portland cement.....	103.5	107.9	105.7	102.6	100.0	96.7	95.9
Hides and skins.....	115.8	117.6	110.2	118.7	100.0	120.4	148.6	Structural steel.....	88.5	123.7	114.2	102.2	100.0	94.7	95.2
Leather.....	105.2	104.1	99.8	104.8	100.0	109.2	126.3	Paint materials.....	93.8	101.3	99.7	109.3	100.0	91.0	86.6
Boots and shoes.....	98.1	99.1	98.4	100.5	100.0	102.5	109.9	Other building materials.....	95.3	105.5	104.0	100.4	100.0	94.1	101.3
Other leather products.....	113.5	103.7	103.7	102.8	100.0	104.1	108.5	<b>Chemicals</b>							
<b>Textiles</b>								Chemicals.....	97.2	100.6	102.2	104.1	100.0	100.0	101.3
Cotton goods.....	104.3	116.9	114.7	110.0	100.0	97.9	101.2	Drugs and pharmaceuticals.....	93.3	95.7	95.8	97.7	100.0	87.3	70.8
Silks and rayon.....	121.0	129.5	103.1	104.5	100.0	88.1	83.6	Fertilizer materials.....	102.3	102.5	92.6	98.8	100.0	96.2	94.6
Woolen and worsted goods.....	95.7	107.5	106.8	110.2	100.0	97.6	100.4	Mixed fertilizers.....	119.0	107.4	95.9	100.4	100.0	93.0	97.3
Other textile products.....	70.8	77.4	87.1	104.1	100.0	95.4	86.9	<b>Furnishings</b>							
<b>Fuel</b>								Furniture.....	114.6	116.7	107.9	104.6	100.0	97.6	97.2
Anthracite.....	95.3	100.8	98.6	99.7	100.0	96.3	91.7	Furnishings.....	97.0	104.8	103.4	102.2	100.0	98.6	97.5
Bituminous coal.....	113.1	113.4	99.7	96.5	100.0	100.4	93.6								
Coke.....	119.1	118.8	97.2	97.7	100.0	94.4	84.6								
Manufactured gas.....	110.3	104.8	102.9	101.9	100.0	97.9	94.9								
Petroleum and petr. products	102.9	82.6	83.5	95.0	100.0	72.7	72.0								
<b>Metal</b>															
Iron and steel.....	98.1	117.3	109.4	102.2	100.0	95.9	94.9								
Non-ferrous.....	83.5	95.3	93.0	101.4	100.0	91.8	93.3								

### RETAIL (1923-1925 Equals 100)

Food.....	94.5	97.6	97.4	105.1	107.2	103.7	103.0
-----------	------	------	------	-------	-------	-------	-------

### Employment

#### FACTORY EMPLOYMENT AND PAYROLL

(1923 = 100)

	1922	1923	1924	1925	1926	1927	1928		1922	1923	1924	1925	1926	1927	1928
All industries employed . . . . .	85.4	100.0	92.5	95.5	97.4	95.2	94.1	Paper & printing, employed . . . . .	100.0	101.0	102.0	105.0	105.0	105.0	104.0
Payroll . . . . .	77.2	100.0	92.5	97.5	100.9	98.6	98.0	Payroll . . . . .	100.0	105.0	108.5	115.5	115.5	114.5	
Food products, employed . . . . .	100.0	99.5	98.5	98.5	99.5	100.0	100.0	Chemicals, employed . . . . .	100.0	94.0	99.0	104.5	102.5	101.0	
Payroll . . . . .	100.0	101.5	100.5	102.0	103.5	104.5	104.5	Payroll . . . . .	100.0	95.0	101.0	109.0	106.5	107.0	
Textiles, employed . . . . .	100.0	99.5	98.5	98.5	99.5	100.0	100.0	Stone, clay & glass, employ'd . . . . .	100.0	98.0	100.5	101.0	99.5	96.0	
Payroll . . . . .	100.0	101.5	100.5	102.0	103.5	104.5	104.5	Payroll . . . . .	100.0	100.0	103.0	107.0	102.5	98.5	
Iron, steel & mach., employ'd . . . . .	100.0	90.0	95.0	101.0	95.5	95.0	95.0	Tobacco, employed . . . . .	100.0	93.0	90.5	87.0	88.5	89.5	
Payroll . . . . .	100.0	92.5	97.5	105.2	99.0	101.5	101.5	Payroll . . . . .	100.0	95.5	92.5	88.5	87.5	87.0	
Other metals, employed . . . . .	100.0	90.5	92.5	96.0	91.0	93.5	93.5	Veh. & rly. shops, employ'd . . . . .	100.0	88.0	90.0	90.0	81.5	86.0	
Payroll . . . . .	100.0	91.0	96.5	101.0	96.5	105.0	105.0	Payroll . . . . .	100.0	86.0	91.0	90.5	83.5	90.5	
Lumber, employed . . . . .	100.0	97.5	99.0	98.5	93.0	91.0	91.0	Miscellaneous, employed . . . . .	100.0	.....	96.0	.....	97.0	.....	
Payroll . . . . .	100.0	99.0	101.5	102.5	96.5	93.5	93.5	Payroll . . . . .	100.0	.....	95.5	.....	105.0	.....	
Leather, employed . . . . .	100.0	90.0	91.0	91.5	92.0	89.5	89.5								
Payroll . . . . .	100.0	89.5	91.5	93.0	93.5	90.0	90.0								

### General Statistics

	1922	1923	1924	1925	1926	1927	1928
Debits to individual bank accounts							
New York City (millions).....	\$239,855	\$238,396	\$263,531	\$313,373	\$339,055	\$391,558	\$500,211
140 other cities (millions).....	\$199,509	\$225,330	\$228,161	\$256,691	\$268,900	\$282,303	\$306,145
Commercial failure liabilities (millions).....	\$ 624	\$ 539	\$ 543	\$ 444	\$ 409	\$ 520	\$ 490
Railroad carloadings (number of cars).....	43,208	49,812	48,534	51,224	53,099	51,636	51,577

# INDIVIDUAL INCOME RETURNS COMPARED—BY STATES 1924 (OLD LAW) & 1926 (NEW LAW)

As a reminder of incomes that still exist, though they no longer figure in the Annual Statistics of Income, the subjoined table has been compiled, giving by states the number of returns and amount of net income, separated into two major classes, for 1924 and 1926. Data printed on Page 22 explain the changes in the law which caused this apparently devastating reduction in the number of incomes under \$5,000. Needless to

Showing the Large Number of Incomes Under \$5,000 Which Must Be Included In Any Estimate of Buying Power But Upon Which The Treasury Department No Longer Reports.

say, the incomes below \$5,000 net are more numerous than ever, in spite of the fact that the Treasury Department now lets so many of them go untaxed.

For actual conditions in states and counties, see Sales Management Measure of Buying Power—Pages 23 to 61. This gives the figures for

1928, adjusted in accordance with facts derivable from the records as explained in Page 22.

NUMBER OF RETURNS						STATES	AMOUNT OF NET INCOME (In Thousands of Dollars)					
\$5,000 or Less		Over \$5,000		Total			Total		\$5,000 or Less		Over \$5,000	
1924	1926	1924	1926	1924	1926		1924	1926	1924	1926	1924	1926
42,881	21,932	4,710	6,608	47,591	28,540	Alabama.....	\$ 159,919	\$ 136,523	\$ 104,621	\$ 61,030	\$ 55,298	\$ 75,493
20,008	8,480	1,293	2,029	21,301	10,509	Arizona.....	58,273	41,717	46,040	22,610	12,233	19,107
32,584	15,634	2,900	3,729	35,484	19,363	Arkansas.....	110,225	84,661	77,922	43,564	32,333	41,097
462,430	251,879	48,788	63,465	511,218	315,344	California.....	1,741,064	1,571,674	1,101,696	660,343	639,368	911,331
68,682	28,696	4,668	6,414	73,350	35,110	Colorado.....	205,088	154,805	147,752	76,899	57,336	77,906
130,773	64,395	12,633	17,054	143,406	81,449	Connecticut.....	478,174	433,777	287,647	166,517	190,527	267,260
17,439	7,246	1,453	2,055	18,892	9,301	Delaware.....	64,180	70,544	37,590	18,655	26,590	51,889
70,761	31,348	7,075	8,676	77,836	40,024	D. of Columbia..	253,312	198,056	164,204	83,244	89,108	114,812
56,592	41,492	7,714	14,617	64,306	56,109	Florida.....	250,964	322,601	139,376	115,151	111,588	207,450
56,784	29,027	5,867	7,717	62,651	36,744	Georgia.....	210,908	171,146	141,663	80,342	69,245	90,804
20,511	10,074	925	1,543	21,436	11,617	Idaho.....	52,301	39,888	44,825	27,813	7,476	12,075
584,672	291,448	67,829	83,277	652,501	374,725	Illinois.....	2,413,605	1,995,011	1,475,166	784,486	938,439	1,210,525
144,964	63,057	11,881	14,069	156,845	77,126	Indiana.....	461,717	358,625	324,269	164,415	137,448	194,210
103,191	40,883	7,213	8,593	110,404	49,476	Iowa.....	298,734	203,015	222,283	108,867	76,451	94,148
79,033	25,024	5,047	7,708	84,080	32,732	Kansas.....	203,035	153,673	153,462	71,370	49,573	82,303
65,080	24,480	7,039	8,341	72,119	32,821	Kentucky.....	238,094	169,101	154,748	69,829	83,346	99,272
60,381	29,506	7,277	9,490	67,658	38,996	Louisiana.....	221,133	185,479	142,811	82,937	78,322	102,542
35,729	14,919	3,888	4,790	42,254	19,709	Maine.....	135,221	107,979	75,209	39,623	60,012	68,356
99,150	50,244	13,546	16,916	126,226	67,160	Maryland.....	467,226	374,759	226,258	141,075	240,968	233,684
341,401	180,544	36,648	43,498	378,049	224,042	Massachusetts..	1,320,157	1,147,576	754,382	457,954	565,775	689,622
300,877	142,881	22,856	33,923	323,733	176,804	Michigan.....	1,045,850	905,815	699,137	374,088	346,713	531,727
119,737	51,645	8,500	12,582	128,237	64,227	Minnesota.....	375,589	296,414	264,978	134,930	110,611	161,484
25,083	14,483	2,130	2,713	27,213	17,196	Mississippi.....	82,653	64,860	58,331	37,298	24,322	27,562
168,261	77,578	18,523	21,931	186,784	99,509	Missouri.....	632,533	512,801	397,809	210,446	234,724	302,355
42,720	13,846	1,291	2,345	44,011	16,191	Montana.....	107,242	59,290	93,765	36,659	13,477	22,631
61,582	27,610	4,930	5,922	66,512	33,532	Nebraska.....	189,372	134,154	140,695	76,034	48,677	58,120
10,176	4,072	488	725	10,664	4,797	Nevada.....	27,534	16,796	23,352	10,211	4,182	6,585
28,941	12,383	2,591	2,893	31,532	15,276	New Hampshire..	94,133	66,744	63,748	31,498	30,385	35,246
261,666	127,745	38,238	48,575	299,904	176,320	New Jersey.....	1,177,425	1,032,298	681,523	363,349	495,898	668,949
10,873	5,374	722	1,139	11,595	6,513	New Mexico....	31,951	24,632	25,477	14,303	6,474	10,329
1,069,001	562,561	146,639	190,483	1,215,640	753,044	New York.....	5,144,766	4,984,020	2,654,420	1,552,301	2,490,346	3,431,719
58,846	29,276	5,018	6,056	63,864	35,332	North Carolina..	200,889	153,232	132,122	74,658	68,767	78,574
18,215	8,565	945	1,316	19,160	9,881	North Dakota...	48,690	33,169	40,683	21,685	8,007	11,484
379,941	185,497	38,107	45,699	418,048	231,196	Ohio.....	1,403,749	1,146,496	893,522	486,112	510,227	660,384
57,354	27,254	6,003	10,243	63,357	37,497	Oklahoma.....	211,272	223,037	140,337	81,351	70,935	141,686
61,874	24,884	4,795	6,071	66,669	30,955	Oregon.....	189,884	135,030	138,992	67,541	50,892	67,489
648,268	317,972	65,159	79,603	713,427	397,575	Pennsylvania...	2,548,133	2,138,169	1,571,565	864,821	976,568	1,273,348
43,858	20,102	4,934	6,260	48,792	26,362	Rhode Island...	191,556	155,051	110,157	55,001	81,399	100,050
25,978	11,641	2,112	2,168	28,090	13,809	South Carolina..	79,614	53,060	58,101	31,773	21,513	21,287
25,472	11,252	1,034	1,162	26,506	12,414	South Dakota...	66,124	38,153	57,213	27,565	8,911	10,588
60,115	27,386	6,866	8,109	66,981	35,495	Tennessee.....	224,184	175,714	144,827	75,645	79,357	100,069
173,371	84,561	19,364	26,877	192,735	111,438	Texas.....	638,109	547,563	436,032	238,984	202,077	308,579
26,753	11,175	1,932	2,393	28,685	13,560	Utah.....	82,088	53,832	62,802	28,417	19,286	25,415
18,906	6,581	1,712	2,065	20,618	8,646	Vermont.....	63,631	42,209	43,541	18,224	20,090	23,985
65,046	30,196	6,551	7,601	71,597	7,797	Virginia.....	231,056	176,025	157,191	83,004	73,865	93,021
129,751	50,944	8,430	11,006	138,181	61,950	*Washington....	393,962	245,592	315,478	140,656	78,484	104,936
70,072	26,478	4,965	6,066	75,037	32,544	*West Virginia..	227,000	141,397	167,295	70,948	59,705	70,449
167,684	83,926	11,591	15,325	179,275	99,251	Wisconsin.....	496,660	407,643	354,639	208,220	142,021	199,423
21,985	7,638	962	1,292	22,947	8,930	Wyoming.....	60,752	31,751	51,300	19,590	9,452	12,161
6,645,452	3,235,814	695,782	893,132	7,357,401	4,128,946	TOTAL.....	25,609,758	21,915,556	15,800,956	8,712,049	9,808,801	13,203,506

\*Includes Alaska



## II

## SALES MANAGEMENT MEASURE OF BUYING POWER

### TOTAL SPENDABLE MONEY INCOME FROM ALL SOURCES IN 1928—BY COUNTIES

IN preparing its annual table of County Buying Power for this year's Reference Book, SALES MANAGEMENT decided on a radical change from common practice. "Buying Power," in a word, was read literally instead of symbolically. As a result this book, unlike all others of its kind, does not offer mere indices of buying power, which at best are but hints and symptoms more or less congruous and pertinent. In their place it presents estimates of actual current income from all sources received by urban and farm populations in 1928. The per capita average obtained from the total is SALES MANAGEMENT'S measure of consumer buying power.

To know how many potential customers any market contains and the average amount each has to spend is to know the fundamentals of sales possibilities. When to this information we add a breakdown of spendable incomes above \$1,000 and automobile registration by definite price classes, as is done here, we have essentials indispensable to safe sales planning.

Use and wont have too long sanctioned a very liberal interpretation of the phrase buying power. Factors of income have been lumped with factors of wealth, distribution of goods, standards of living or buying habits. In some cases these rather heterogeneous data have been weighted for a general index of buying power. More often they have been left in the raw for such combination and inference as suited the purpose of each reader.

In the tables following all factors which do not show current income, with the single exception of automobile registrations, have been thrown out. Not that the others are regarded as negligible by any means, but because here they are out of place, or else so stale as available for counties, as to have little but historic value. Many of them will be found in the

Sales Management Measure of Buying Power includes, under Spendable Money Income:—breakdown of total income by farm and urban populations, and average per capita income. In addition it gives number of incomes of \$1,000 or more by two classes and automobile registration by price classes.

Industrial Market section of this book where they belong and can be presented in a form that permits reasonably close association with current conditions.

#### How Income Is Estimated

County buying power table columns take account, as has been said, of income from all sources—wages, salaries, fees and commissions of every sort; business profits, and all the miscellaneous items of income. In thus treating and com-

puting income the methods and findings of the National Bureau of Economic Research have been relied on and followed for these reasons: first, these methods and findings are comprehensive, and second, the bureau's findings have been generally accepted by economists as reasonably accurate, the margin of error allowed for in them being extraordinarily small.

But the bureau's findings and methods are open to two objections: (1) The findings have not been available in any degree of breakdown since they were published by states for 1919, 1920, and 1921; (2) The computations and knowledge of sources employed are not easily mastered, requiring an amount of experience in this field as well as painstaking study, to say nothing of special aptitude, that constitute an almost insuperable obstacle to their adoption for the purposes of anything like contemporaneous information about county incomes.

This obstacle SALES MANAGEMENT has been able to overcome by the assistance of trained statisticians and economists of established authority, one of whom, Ray Prescott, possesses the additional great advantage of thorough familiarity with the bureau's methods. They have checked the bureau's latest national findings, those of 1927. From these, pursuing the methods of the bureau, they have worked out the total national money income for 1928. They have broken down this sum by

states, as the bureau did nine years ago. And finally, still adhering closely to the bureau's methods, they have figured the 1928 state findings by counties for urban, farm, and total populations, thereby arriving at the master figure of per capita income.

The phrase "money income," it should be explained, means income received in dollars, as distinguished from income for services of an individual or members of his family to himself for which there is no money consideration. It does not take account either of inventory gains or surpluses which most economists omit from spendable income. Inclusion of these omitted items would make the national income much higher than the amount here dealt with—84 billion dollars. This explains why our estimate falls below the generally used estimate which puts the national income at something less than 90 billion dollars. Exclusion of "service income" is the reason, furthermore, for the relatively low per capita incomes in southern agricultural states and agricultural counties in other parts of the country.

#### Number of Incomes

In the analysis here presented, reportable incomes, which are whittled down by the Collector of Internal Revenue in Statistics of Income for taxation purposes only, are restored, in totals at least, to their full strength in buying power. Statistics of Income sets them out in attenuated form primarily as bases for the tax collector's tithe.

The difference is vital. Take, for example, the phrase "net income," which figures prominently throughout the Government report. From the business man's point of view net income is what is left to him after all expenses are deducted, including taxes and depreciation as well as all costs of doing business. In the case of wages and salary, net and gross are the same. But in Statistics of Income this residuum from total receipts is labeled "gross income." What remains after exemptions and allowances is there known as "net income." The owner, of course, keeps the part that goes scot free, as well as everything the Treasury does not get.

The same rule applies to statistics of corporation incomes, and that is why so large a part of our corporations appear to be in "red ink"—red only in the eyes of the Collector of Taxes.

For this reason Statistics of Income, though widely used as a compendium of buying power, is, on its face, valuable solely as a clue to the sum of incomes reportable for taxation and as a guide to income classes. And even this limited value has been further cut down since 1924 by a change in the law governing returns. This change, raising the minimum net income which must be reported and at the same time increasing the personal exemptions, had the effect of withholding from the records more than 40 per cent of the incomes reported in 1924. The banished incomes, needless to say, remained intact. As a matter of fact they were of greater service than ever in the market place, from being wholly outside the tax gatherer's clutch. An abstract of the changes should enlighten the reader.

#### Smallest reportable spendable incomes:

	1921 to 1923	1924	1925 to 1928
Heads of families .....	\$2,001	\$2,501	\$3,501
Single individuals .....	1,001	1,001	1,501

Yet, because of habit, presumably, even the depleted figures

of 1925 and 1926, a little hoar at that, are still used as a fair measuring stick of market ability to buy goods.

#### Restoration of "Lost" Incomes

Here two restorations are attempted and one operation of juvenescence.

(1) The record of incomes of 1925 and 1926 is adjusted to the conditions of 1924. That is to say, by logical deductions from well-known facts and the income tax figures covering a period of four years, the number and amount of incomes that would have been heard from in 1925 and 1926, if the law of 1924 had been in force in the two former years, are evoked from the obscurity of tax law obsolescence and put under observation. The conditions of 1924 are reverted to because they immediately precede the radical change and give us a minimum starting point for class incomes well above the level of mass incomes, but not too far over the heads of the crowd.

(2) Although, for the purpose of classification by major groups of incomes, it has been necessary to adhere to incomes shorn of exemptions and allowances, the full amount at the disposal of the owner is given due prominence in the last column of the appended table under the title "spendable income." This column, it should be hardly necessary to point out, is the most important. It tabulates actual buying power of some 20 million of persons, if we take account of all the families represented.

What this means, compared with the total of "net income" which is the basis of all individual income analyses in Statistics of Income, is shown by a reference to the projected figures for 1928, namely:

"Net income" (here "income after allowances and exemptions") .....	\$31,500,000,000
Spendable income .....	35,100,000,000

What has been termed the operation of juvenescence is nothing more formidable than bringing the 1926 figures down to date, the calendar year 1928. Statistics of Income of that year, which will not appear for nearly two years, will neither confirm nor throw doubt on these figures, since the report will deal only with the relatively few incomes that are now subject to taxation. The estimates of current incomes of wider range are put out with confidence in their substantial accuracy, however, for reasons explained below.

The law, as noted, requires reports in general of any income which exceeds the exemptions allowed. This is why there is a record of "net" incomes of less than \$1,000, which means spendable incomes of part of \$1,000 plus \$1,000 to \$1,500 for single individuals or \$2,000 to \$3,500 for heads of families. The number in 1924 was 344,876—4.68 per cent of all incomes reported. The amount of net income in this class was only \$235,451,546, 0.1 per cent of the total. For most practical purposes, therefore, these statistics are concerned with spendable incomes of \$2,000 or more for single individuals and \$3,500 or more for heads of families. The latter class in 1924 constituted 61.59 per cent of the entire number and had 71.6 per cent of all net income. To go a step farther in analysis, if we segregate the spendable incomes of between \$2,000 and \$6,000 (including heads of families with \$7,500) we account for 85.86 per cent of all reportable incomes and 61.07 per cent of their amount.

The table below compares Government figures for 1921-1924 with SALES MANAGEMENT'S 1925-1928 totals after "restoration and juvenescence."

### TOTAL SPENDABLE INCOME IN THE UNITED STATES (1921-1928)

YEAR	POPULATION	NUMBER OF RETURNS			INCOME AFTER EXEMPTION AND ALLOWANCES					Income Before Exemptions and Allowances	TAX	TOTAL SPENDABLE INCOME
		Total	Under \$5,000	Over \$5,000	Total (In Dollars)	Under \$5,000 (In Dollars)	Over \$5,000 (In Dollars)	Average Per Capita				
								Under \$5,000	Over \$5,000			
U. S. GOVERNMENT FIGURES												
1921	108,400,000	6,650,695	6,126,237	524,458	19,600,000,000	13,200,000,000	6,400,000,000	\$2.151	\$12.176	\$23,300,000,000	\$719,000,000	\$22,600,000,000
1922	109,900,000	6,776,244	6,182,833	592,962	21,300,000,000	13,500,000,000	7,800,000,000	2.180	13.131	24,900,000,000	861,000,000	24,000,000,000
1923	111,700,000	7,686,900	7,061,254	613,154	24,800,000,000	16,500,000,000	8,300,000,000	2.329	13.509	29,200,000,000	662,000,000	28,500,000,000
1924	113,700,000	7,357,401	6,661,502	695,782	25,700,000,000	15,900,000,000	9,400,000,000	2.387	14.080	29,600,000,000	704,000,000	28,900,000,000
SALES MANAGEMENT ESTIMATES AFTER "RESTORATION AND JUVENESCENCE"												
1925	*115,400,000	7,601,000	6,772,000	*829,420	29,000,000,000	16,200,000,000	*12,800,000,000	2.392	*15.440	33,400,000,000	*735,000,000	32,700,000,000
1926	*117,100,000	7,692,000	6,799,000	*893,132	29,500,000,000	16,300,000,000	*13,200,000,000	2.397	*14.770	34,000,000,000	*732,000,000	33,300,000,000
1927	*118,600,000	7,741,000	6,816,000	925,000	29,800,000,000	16,300,000,000	13,500,000,000	2.391	14.600	34,300,000,000	739,000,000	33,600,000,000
1928	*120,000,000	7,812,000	6,841,000	1,971,000	31,500,000,000	16,500,000,000	15,000,000,000	2.415	15.450	36,000,000,000	940,000,000	35,100,000,000

\*Government figures.



### How Estimates Were Made

Estimates were arrived at in the following manner:

Total number of income returns for continental United States—Based on the percentage of population filing returns in 1924 and taking account of business conditions as well as population increases, both interpreted in the light of their effect on returns of preceding years over a long period, going as far back as 1920.

Number of returns in class above \$5,000 net—As these were not affected by the change in the law after 1924, we have official data on them up to 1926. They gained notably in 1925 over 1924. In 1926 the increase was 7.7, considerably under half as much. Allowing for the partial recession in business in 1927 and paying due heed to the steadily rising trend in this class since 1921, we find the rate of gain in 1927 over 1926 only half that of 1926 over 1925. By the same sort of reasoning and computation the rate of increase in 1928 over 1927 was seen to have been a little less than it was in 1926 over 1925.

The difference between the number of returns in the class of larger incomes and the total gives us the number in the class of incomes in the lower brackets.

Estimates of amount of net income were obtained by similar deductions, the basis in this case being the average net incomes in the two classes computed from Statistics of Income for 1921 to 1924.

Wherever the factors considered were uncertain in any degree the benefit of doubt was awarded to conservative estimates.

The essential figures showing number of returns by classes for 1928 in the last line of the table below were broken down by states and counties in the record of County Buying Power, pages 23 to 39. This task, tedious though it is, is less difficult and less prone to error than might seem in view of the county record by income classes in Statistics of Income for 1924 and the record of all returns by counties and cities in the report for 1926.

### Population Figures

Populations are given as a matter of course, since numbers of persons to be fed, clothed, housed, and served generally constitute the corner stone of all consumer demand. The bases used are the Census Bureau's estimates of January 1, 1929. Numbers of families can be figured with approximate accuracy

by dividing numbers of individuals by 4.3.

### Automobile Registration

Automobile registration figures are added in a new form. The practice has been to show them as Fords and non-Fords. This division has lost significance since Chevrolets, Whippets and other low-price cars have entered the field in large numbers. For this reason SALES MANAGEMENT has preferred to use more inclusive price distinctions—registrations by cars of \$1,000 or less and those costing more than that maximum.

The rule shutting out from measures of actual buying power mere indices of buying habits is broken in this case because automobile registrations as here given add weight to the income class figures, and because a car represents the largest lump sum of money spent by the average consumer of ordinary goods and so reflects differences in buying habits better than any single item of its kind.

### Factors Excluded

We do not put telephone users among measures of buying power because the only lists extant are of the vintage of 1927, and the information they contain is insignificant for our purposes when compared with the facts supplied concerning actual buying power as here defined. The same objections apply to wired-home lists by counties, which, besides, change so rapidly that the three-year old lists, the only ones made up, are superannuated.

Factors of wealth, such as crops and other raw materials; value of manufactured products, bank deposits, and all items of like character are not included partly for the reasons mentioned above and partly because they are not directly relevant to the matter in hand.

Outlets for sales and circulations of publications, whether of newspapers or of magazines, are relegated to sections of which they are vital parts in the interest of consistency and because they also are miscast as elements of buying power, especially where there is far more concrete evidence of its existence.

To put the whole thing in a nut shell, the regular actors having at length been brought upon the stage, their understudies, who have long carried the burden of the show, are allowed to retire to their proper and highly useful places.

## ALABAMA

Counties	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Antanga.....	19,866	1,054	185	91	18	109	\$2,108	\$1,760	\$3,868	\$195
Baldwin.....	21,801	2,786	662	140	23	163	3,431	1,633	5,064	232
Barbour.....	33,725	1,280	271	189	34	223	4,034	2,122	6,156	183
Bibb.....	24,340	1,436	333	151	26	177	3,070	747	3,817	157
Blount.....	26,858	1,608	173	37	6	43	1,746	2,033	3,779	141
Bullock.....	26,643	754	119	65	14	79	1,867	1,248	3,115	117
Butler.....	31,058	1,717	331	168	40	208	3,672	1,992	5,664	182
Calhoun.....	50,294	4,496	984	843	177	1,020	13,605	1,584	15,189	302
Chambers.....	43,331	2,293	396	137	35	172	3,913	3,306	7,219	167
Cherokee.....	21,938	1,302	142	31	5	36	1,506	2,033	3,539	161
Chilton.....	23,947	1,670	232	81	18	99	2,348	1,816	4,164	174
Choctaw.....	21,826	1,253	212	38	4	42	1,565	837	2,402	110
Clarke.....	27,774	1,587	314	114	24	138	2,950	1,079	4,029	145
Clay.....	23,816	1,192	107	23	3	26	1,445	1,343	2,788	117
Cleburne.....	14,051	746	87	25	4	29	963	1,072	2,035	145
Coffee.....	31,625	2,412	265	62	20	82	2,528	4,170	6,698	212
Colbert.....	33,651	2,915	763	528	90	618	8,368	1,700	10,068	299
Conecuh.....	25,864	1,493	165	94	30	124	2,648	1,579	4,227	163
Coosa.....	15,606	800	102	22	6	28	1,084	743	1,827	117
Covington.....	40,073	2,020	421	236	39	275	4,996	2,794	7,790	194
Crenshaw.....	24,207	1,380	180	42	10	52	1,866	2,359	4,225	175
Cullman.....	34,742	2,575	503	137	30	167	3,853	3,576	7,429	214
Dale.....	23,885	1,947	269	67	16	83	2,407	2,151	4,558	191
Dallas.....	57,525	3,039	1,045	1,198	208	1,406	16,675	2,668	19,343	336
Dekalb.....	36,206	2,449	320	72	20	92	3,070	3,674	6,744	186
Elmore.....	29,537	2,517	409	142	30	172	3,492	3,077	6,569	222
Escambia.....	23,625	1,937	365	215	45	260	4,154	1,312	5,466	231
Etawah.....	49,719	4,311	1,193	754	103	857	11,920	1,998	13,918	280
Fayette.....	19,314	1,272	213	75	21	96	2,046	1,229	3,275	170
Franklin.....	23,147	1,507	243	66	16	82	2,287	1,457	3,744	162
Geneva.....	30,831	2,097	208	100	3	103	2,889	3,451	6,340	206
Greene.....	19,070	812	121	44	18	62	1,506	1,577	3,083	162
Hale.....	25,545	1,291	270	100	26	126	2,589	1,900	4,489	176
Henry.....	22,661	1,691	217	35	18	53	1,866	2,794	4,660	206
Houston.....	39,264	3,299	736	316	66	382	6,442	3,367	9,809	250
Jackson.....	37,718	1,827	273	98	12	110	3,131	3,035	6,166	164
Jefferson (Birmingham).....	390,567	43,129	15,703	22,179	3,202	25,381	247,303	1,995	249,298	638
Lamar.....	19,087	1,273	146	44	6	50	1,625	1,266	2,891	151
Louderdale.....	41,601	3,783	750	497	89	586	8,668	2,970	11,638	280
Lawrence.....	25,564	1,330	144	40	22	62	1,926	2,970	4,896	192



## A L A B A M A—(Continued)

Counties (Cities in Parentheses)	Population (8928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Lee.....	33,950	2,985	640	282	59	341	\$5,659	\$2,169	\$7,828	\$231
Limestone.....	32,961	1,689	234	99	22	121	2,889	3,172	6,061	184
Lowndes.....	26,719	715	140	68	14	82	1,866	1,902	3,768	141
Macon.....	24,779	1,466	269	118	33	151	2,829	2,106	4,935	199
Madison.....	53,919	4,066	908	480	112	592	9,271	4,157	13,428	249
Marengo.....	37,930	1,779	382	219	47	266	4,515	2,331	6,846	180
Marion.....	23,146	1,298	152	42	5	47	1,805	1,424	3,229	140
Marshall.....	32,255	2,493	341	136	15	151	3,793	3,608	7,401	229
Mobile (Mobile).....	115,134	10,634	3,859	4,344	696	5,040	50,447	1,016	51,463	447
Monroe.....	30,377	1,845	258	102	26	128	2,950	2,199	5,149	170
Montgomery (Montgomery).....	117,237	8,296	3,008	3,844	661	4,505	42,080	2,382	44,462	379
Morgan.....	42,274	3,602	802	628	57	685	9,933	2,949	12,882	305
Perry.....	26,685	1,081	187	139	27	166	2,829	1,514	4,343	163
Pickens.....	26,664	1,390	135	74	12	86	2,287	1,559	3,846	144
Pike.....	33,266	2,514	453	205	71	276	4,816	3,346	8,162	245
Randolph.....	28,464	1,814	232	66	11	77	2,348	2,207	4,555	160
Russell.....	28,867	1,113	255	58	14	72	1,926	1,468	3,394	118
St. Clair.....	24,592	1,670	262	145	14	159	2,950	1,093	4,043	164
Shelby.....	28,498	1,621	349	189	22	211	3,612	871	4,483	157
Sumter.....	26,891	1,344	248	126	25	151	2,829	1,593	4,422	164
Talladega.....	43,125	2,685	576	441	77	518	7,526	2,340	9,866	229
Tallapoosa.....	31,282	2,361	343	130	31	162	3,372	2,025	5,397	173
Tuscaloosa.....	56,455	4,586	1,377	857	186	1,043	13,725	1,961	15,686	278
Walker.....	53,209	4,458	915	792	106	898	12,401	1,067	13,468	253
Washington.....	15,017	939	140	28	8	36	1,144	534	1,678	112
Wilcox.....	32,687	1,056	226	111	29	140	2,829	1,527	4,356	133
Winston.....	15,121	857	128	92	4	96	1,805	963	2,768	183
TOTAL.....	2,573,000	188,637	46,382	43,101	6,960	50,061	601,998	137,900	739,898	288

## A R I Z O N A

Apache.....	18,726	799	284	157	9	166	\$2,492	\$1,121	\$3,613	\$193
Cochise.....	65,938	6,482	3,005	2,852	243	3,095	25,386	825	26,211	398
Coconino.....	14,165	1,523	723	882	82	964	7,337	1,695	9,032	426
Gila.....	36,440	3,948	1,860	2,688	148	2,836	21,125	272	21,397	587
Graham.....	14,401	1,414	559	158	10	168	2,814	2,588	5,402	375
Greenlee.....	21,800	866	472	378	16	394	4,101	291	4,392	201
Maricopa (Phoenix).....	127,117	22,837	10,279	5,960	814	6,774	56,540	24,159	80,699	635
Mohave.....	7,463	1,054	458	430	18	448	3,618	309	3,927	526
Navajo.....	22,815	1,447	807	1,136	31	1,167	8,885	1,089	9,974	437
Pima (Tucson).....	49,214	7,475	3,771	3,001	309	3,310	25,869	2,026	27,895	567
Pinal.....	22,890	2,036	859	561	36	597	6,513	1,590	8,103	354
Santa Cruz.....	18,007	1,158	618	454	46	500	4,985	251	5,236	291
Yavapai.....	34,081	4,621	2,546	3,101	186	3,286	23,356	1,840	25,196	739
Yuma.....	21,150	3,024	1,113	718	91	810	7,980	4,545	12,525	592
TOTAL.....	474,000	58,684	27,354	22,476	2,039	24,515	201,001	42,601	243,602	514

## A R K A N S A S

Arkansas.....	23,025	3,150	494	696	60	756	\$5,372	\$7,948	\$13,320	\$579
Ashley.....	25,091	1,700	186	291	27	318	2,865	2,379	5,244	209
Baxter.....	10,950	486	91	69	3	72	1,044	1,353	2,397	219
Benton.....	38,856	4,515	862	380	32	412	5,342	5,520	10,862	280
Boone.....	17,244	1,376	250	136	8	144	1,940	1,680	3,620	210
Bradley.....	17,117	1,414	260	257	21	278	2,536	1,100	3,636	212
Calhoun.....	12,655	550	78	73	10	83	984	935	1,919	152
Carroll.....	19,063	1,372	269	121	7	128	1,969	1,726	3,695	194
Chicot.....	23,311	1,565	253	261	36	297	2,805	3,127	5,932	254
Clark.....	27,472	2,026	456	325	30	355	3,402	2,990	6,392	233
Clay.....	29,234	1,631	236	222	24	246	3,163	6,298	9,461	324
Cleburne.....	13,608	711	91	45	13	58	1,164	1,902	3,066	225
Cleveland.....	13,140	683	80	35	5	40	955	1,419	2,374	181
Columbia.....	29,657	1,936	275	207	26	233	2,805	2,729	5,534	187
Conway.....	24,199	1,242	210	50	26	76	1,940	4,526	6,466	267
Craighead.....	40,236	3,259	716	984	76	1,060	7,401	6,712	14,113	351
Crawford.....	27,587	1,913	352	429	16	445	3,761	3,624	7,385	268
Crittenden.....	31,413	1,303	222	257	24	283	3,223	5,774	8,997	286
Cross.....	19,913	1,256	202	292	9	301	2,716	2,535	5,251	264
Dallas.....	15,460	1,223	236	189	28	217	2,059	811	2,870	186
Disha.....	21,754	1,379	256	483	29	512	3,611	2,558	6,169	284
Drew.....	23,389	1,240	168	205	20	225	2,298	1,798	4,096	175
Faulkner.....	29,668	2,189	333	230	30	260	3,313	5,678	8,991	303
Franklin.....	20,764	1,339	175	126	13	139	2,059	3,468	5,527	266
Fulton.....	11,985	569	66	33	1	34	985	1,731	2,716	227
Garland.....	27,636	3,862	1,074	922	206	1,128	7,700	1,461	9,161	331
Grant.....	11,479	879	98	39	3	42	1,015	1,474	2,489	217
Greene.....	27,979	1,572	323	493	26	519	4,029	4,541	8,570	306
Hempstead.....	33,871	2,086	444	365	39	404	3,731	4,327	8,058	238
Hot Spring.....	19,061	1,461	271	185	13	198	2,239	1,584	3,823	201
Howard.....	19,898	1,300	266	165	7	172	2,059	2,453	4,512	227
Independence.....	25,697	1,641	317	230	41	271	2,805	3,713	6,518	254
Izard.....	14,867	535	82	19	1	20	1,074	2,045	3,119	210
Jackson.....	27,273	1,626	271	342	56	398	3,492	6,137	9,629	353
Jefferson.....	75,895	5,210	1,242	2,139	293	2,432	15,042	7,776	22,818	301

## ARKANSAS—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Johnson.....	22,574	1,325	197	180	24	204	\$2,477	\$3,504	\$5,981	\$265
Lafayette.....	16,636	1,246	212	153	20	173	1,851	2,454	4,305	259
Lawrence.....	23,685	1,631	255	310	29	339	3,236	4,660	7,896	333
Lee.....	30,924	1,023	172	242	25	267	2,716	4,176	6,892	223
Lincoln.....	20,122	704	74	66	4	70	1,402	2,762	4,164	207
Little River.....	17,471	934	162	156	7	163	1,850	2,670	4,520	259
Logan.....	27,723	2,302	318	193	22	205	3,134	4,731	7,865	284
Lonake.....	35,798	2,498	297	288	49	337	3,880	8,500	12,380	346
Madison.....	15,989	671	81	16	1	17	1,074	1,815	2,889	181
Marion.....	10,883	399	67	14	1	15	657	1,321	1,978	182
Miller.....	25,746	2,469	682	835	156	991	6,804	2,458	9,262	360
Mississippi.....	59,529	4,054	828	1,095	124	1,219	9,610	13,713	23,323	392
Monroe.....	23,152	1,052	177	258	28	286	2,626	2,831	5,457	236
Montgomery.....	11,910	688	121	48	2	50	955	1,335	2,290	192
Nevada.....	23,509	1,646	249	164	20	184	2,298	2,317	4,615	196
Newton.....	12,003	283	34	3	1	4	657	1,132	1,789	149
Onachita.....	22,118	3,779	833	677	149	826	6,059	1,236	7,295	330
Perry.....	10,616	453	49	17	.....	17	747	1,342	2,089	197
Phillips.....	56,019	2,893	739	1,288	105	1,393	9,013	4,967	13,980	250
Pike.....	13,287	867	145	49	3	52	1,134	1,914	3,048	229
Poinsett.....	22,345	1,777	294	505	11	516	4,118	3,736	7,854	351
Polk.....	17,590	1,301	274	95	9	104	1,701	1,510	3,211	183
Popt.....	29,103	2,057	327	277	37	314	3,433	4,895	8,328	286
Prairie.....	18,700	1,040	136	158	8	166	1,940	3,850	5,790	310
Pulaski (Little Rock).....	144,492	17,716	4,968	8,066	1,078	9,144	47,722	5,289	53,011	367
Randolph.....	18,985	817	135	75	9	84	1,642	3,693	5,335	281
St. Francis.....	30,423	1,674	254	331	35	366	3,521	5,035	8,556	281
Saline.....	17,986	1,262	146	174	14	188	1,880	1,124	3,004	167
Scott.....	14,182	532	77	34	7	41	895	2,133	3,028	214
Searcy.....	15,638	421	80	22	6	28	1,045	1,712	2,757	176
Sebastian.....	71,378	7,717	1,988	2,331	336	2,667	15,937	3,537	19,474	273
Sevier.....	19,615	1,358	255	241	23	264	2,448	1,686	4,134	211
Sharp.....	11,931	634	61	20	4	24	1,015	1,919	2,934	246
Stone.....	9,409	255	47	11	6	17	567	1,061	1,628	173
Union.....	31,823	10,689	2,828	3,052	337	3,429	19,370	1,584	20,954	658
Van Buren.....	14,647	346	33	9	4	13	835	1,964	2,799	191
Washington.....	38,015	4,461	1,001	485	70	553	5,850	4,766	10,616	279
White.....	37,087	2,752	404	353	31	384	4,477	5,164	9,641	260
Woodruff.....	23,094	1,297	162	239	28	267	2,567	3,844	6,411	278
Yell.....	27,497	1,496	189	138	19	157	2,358	5,226	7,584	276
TOTAL.....	1,944,000	150,718	30,556	33,968	4,138	38,106	298,390	249,398	547,797	282

## CALIFORNIA

Alameda (Oakland-Berkeley).....	480,179	67,845	54,229	45,365	6,146	51,511	\$374,891	\$8,419	\$383,310	\$798
Alpine.....	280	22	18	2	7	9	428	153	291	1,040
Amador.....	8,975	1,226	732	395	19	414	5,998	709	6,707	747
Butte.....	34,587	7,474	4,756	2,106	182	2,288	27,829	9,535	37,364	1,080
Calaveras.....	7,122	1,206	609	348	32	380	4,713	677	5,390	757
Colusa.....	10,700	2,471	1,464	767	107	874	9,855	10,758	20,613	1,926
Contra Costa.....	76,591	10,944	8,295	7,742	279	8,021	60,839	8,881	69,720	910
Del Norte.....	3,177	772	441	342	24	366	2,999	1,132	4,131	1,300
Eldorado.....	7,401	1,240	855	487	30	517	5,998	783	6,781	916
Fresno (Fresno).....	207,815	32,527	19,386	15,853	762	16,615	132,819	16,947	149,766	721
Glenn.....	13,652	2,721	1,477	725	82	807	10,711	8,619	19,330	1,416
Humboldt.....	43,091	7,770	5,146	4,561	270	4,831	37,703	7,052	44,755	1,039
Imperial.....	50,048	11,944	5,230	2,395	293	2,688	41,131	20,308	61,439	1,228
Inyo.....	8,098	1,680	1,059	547	43	590	5,998	2,024	8,022	991
Kern.....	63,166	19,873	11,747	8,727	555	9,282	69,838	14,115	83,953	1,329
Kings.....	25,374	5,316	2,846	1,096	142	1,238	18,852	12,163	31,015	1,222
Lake.....	6,222	1,530	875	283	38	321	5,570	1,240	6,810	1,094
Lassen.....	9,798	2,193	1,479	1,433	40	1,473	9,855	2,137	11,992	1,224
Los Angeles (Los Angeles, Long Beach, Pasadena).....	1,316,338	379,341	241,675	194,500	31,860	226,360	1,568,976	33,359	1,602,335	1,217
Madera.....	14,055	3,176	1,813	844	40	884	11,569	4,763	16,332	1,162
Marin.....	31,491	5,038	3,867	3,903	422	4,325	27,849	7,977	35,826	1,138
Mariposa.....	3,196	543	343	289	12	301	2,571	219	2,790	873
Mendocino.....	27,776	3,979	2,586	1,958	89	2,047	19,709	4,340	24,049	866
Merced.....	28,330	6,728	3,491	2,317	89	2,406	24,850	15,046	39,896	1,408
Modos.....	6,248	1,084	590	305	12	317	4,284	3,856	8,140	1,303
Mono.....	1,106	197	130	30	2	32	857	630	1,487	1,344
Monterey.....	32,226	7,397	5,110	2,780	313	3,093	30,849	14,992	45,841	1,422
Napa.....	23,816	3,859	2,663	1,223	132	1,355	16,709	2,848	19,555	821
Nevada.....	12,496	1,603	1,097	1,184	54	1,238	9,426	569	9,995	800
Orange.....	70,689	25,055	15,789	12,143	1,183	13,328	95,115	7,413	102,528	1,450
Placer.....	21,405	4,807	2,796	2,483	99	2,582	20,137	3,553	23,690	1,107
Plumas.....	6,543	1,087	744	889	19	908	5,998	793	6,791	1,038
Riverside.....	53,930	13,961	9,140	3,682	515	4,197	53,127	15,114	68,241	1,265
Sacramento (Sacramento).....	124,547	22,608	16,247	13,171	1,176	14,347	104,542	13,968	118,510	952
San Benito.....	10,360	2,375	1,494	652	78	730	8,997	1,928	10,925	1,055
San Bernardino.....	81,541	21,483	14,408	6,969	642	7,611	79,691	10,149	89,840	1,102
San Diego (San Diego).....	224,900	36,001	26,092	10,878	1,757	12,635	144,386	10,073	154,459	687
San Francisco (San Francisco).....	636,276	69,957	59,016	90,488	15,449	105,937	565,123	8	565,321	890
San Joaquin (Stockton).....	101,128	18,894	12,476	9,642	910	10,552	82,262	32,802	115,064	1,138
San Luis Obispo.....	25,216	5,640	3,222	1,600	165	1,765	21,851	5,746	27,597	1,094
San Mateo.....	42,363	9,829	7,639	5,518	835	6,353	46,700	3,466	50,166	1,184
Santa Barbara.....	47,334	10,965	7,657	4,907	834	5,741	51,413	5,852	57,265	1,210
Santa Clara (San Jose).....	133,546	26,004	18,591	10,026	1,498	11,524	109,682	8,513	118,195	885
Santa Cruz.....	30,256	7,334	5,046	2,230	262	2,492	29,991	11,846	41,837	1,383
Shasta.....	15,389	2,806	1,618	1,644	85	1,729	13,283	2,356	15,639	1,016

## CALIFORNIA—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Sierra.....	2,053	382	287	300	35	335	\$2,142	\$397	\$2,539	\$1,237
Siskiyou.....	21,360	4,607	3,060	2,551	127	2,678	19,709	3,914	23,623	1,106
Solano.....	46,764	6,433	4,418	5,672	231	5,903	38,560	8,358	46,918	1,003
Sonoma.....	59,996	12,804	8,279	3,807	373	4,180	51,413	30,995	82,408	1,374
Stanislaus.....	50,167	13,261	7,834	3,261	254	3,515	41,560	23,141	64,701	1,290
Sutter.....	11,650	3,002	1,860	721	60	781	9,855	9,815	19,670	1,688
Tehama.....	14,837	2,789	1,696	724	49	823	11,569	4,277	15,846	1,068
Trinity.....	2,938	303	190	1	9	10	1,714	328	2,042	695
Tulare.....	92,945	16,054	8,916	4,810	429	5,239	58,697	17,916	76,613	824
Tuolumne.....	8,947	1,822	1,192	1,093	55	1,148	8,569	666	9,235	1,032
Ventura.....	45,384	8,782	6,245	3,344	472	3,816	35,561	3,186	38,747	854
Yolo.....	27,026	4,630	2,975	1,624	178	1,800	11,547	10,885	22,432	830
Yuba.....	14,318	2,551	1,619	1,085	127	1,212	11,140	2,421	13,561	946
TOTAL.....	4,556,000	947,925	634,555	508,528	69,983	578,511	4,278,010	464,130	4,742,140	1,043

## COLORADO

Adams.....	17,209	3,891	1,033	413	28	441	\$5,386	\$5,188	\$10,574	\$614
Alamosa.....	6,140	1,430	465	442	21	463	3,475	1,362	4,837	788
Arapahoe.....	16,417	3,714	1,264	589	46	635	6,486	3,405	9,891	602
Archuleta.....	4,281	262	114	62	3	65	753	588	1,341	313
Baca.....	10,401	1,462	262	42	2	44	1,853	2,759	4,612	443
Bent.....	11,574	1,650	376	241	24	265	3,069	2,920	5,989	517
Boulder.....	37,997	7,593	2,645	1,685	203	1,888	17,373	5,081	22,454	591
Chaffee.....	9,246	1,175	580	594	22	616	4,459	690	5,149	557
Cheyenne.....	4,467	785	156	65	4	69	1,158	2,295	3,453	773
Clear Creek.....	3,448	398	190	76	7	83	984	17	1,001	290
Conejos.....	10,037	1,078	208	101	4	105	1,853	1,905	3,758	374
Castilla.....	6,001	466	91	40	3	43	927	680	1,607	268
Crowley.....	7,612	1,226	222	98	7	105	1,737	1,695	3,432	451
Custer.....	2,590	386	155	65	3	68	810	557	1,367	528
Delta.....	15,300	2,356	948	342	16	358	4,459	4,868	9,327	610
Denver (Denver).....	294,195	55,917	24,128	35,138	4,117	39,255	245,945	294	246,239	837
Dolores.....	1,482	110	47	25	.....	25	348	78	426	287
Douglas.....	4,194	906	257	138	4	142	1,506	1,498	3,004	716
Eagle.....	4,037	514	289	204	4	208	1,679	1,142	2,821	699
Elbert.....	8,324	1,220	291	103	3	106	1,853	2,697	4,550	547
El Paso (Colorado Springs).....	49,738	9,934	4,374	5,192	539	5,731	37,758	2,585	40,343	811
Fremont.....	21,327	3,971	1,551	1,160	62	1,222	9,787	1,416	11,203	525
Garfield.....	11,096	1,434	637	315	32	347	3,475	2,787	6,262	564
Gilpin.....	1,627	173	106	61	3	64	579	48	627	385
Grand.....	3,171	481	198	236	1	237	1,737	572	2,309	728
Gunnison.....	6,667	819	394	590	13	603	3,938	1,100	5,038	756
Hinsdale.....	642	59	34	12	1	13	174	86	260	405
Huerfano.....	20,023	2,644	866	1,613	62	1,675	10,945	1,176	12,121	605
Jackson.....	1,598	347	94	44	1	45	521	1,014	1,535	961
Jefferson.....	17,173	4,625	1,478	878	52	930	8,107	3,485	11,592	675
Kiowa.....	4,478	803	149	54	9	63	1,158	2,192	3,350	748
Kit Carson.....	10,632	2,167	433	175	10	185	3,011	3,837	6,848	644
Lake.....	7,907	565	358	432	59	491	3,475	80	3,555	450
La Plata.....	13,379	1,533	622	507	28	535	4,517	2,012	6,529	488
Larimer.....	33,240	8,199	2,809	1,307	288	1,595	15,057	8,550	23,607	710
Las Animas.....	44,030	4,937	1,713	4,217	96	4,318	27,218	1,690	28,908	657
Lincoln.....	9,866	1,700	311	235	7	242	3,069	3,684	6,753	684
Logan.....	21,976	4,234	1,211	675	34	709	7,644	8,208	15,852	721
Mesa.....	26,572	4,377	1,764	1,158	67	1,225	10,308	5,027	15,335	577
Mineral.....	929	97	19	20	3	23	290	79	369	397
Moffat.....	6,117	739	232	101	8	109	1,563	823	2,386	390
Montezuma.....	7,466	959	336	154	13	167	2,027	1,558	3,585	480
Montrose.....	14,175	1,821	669	649	28	677	5,328	4,055	9,383	662
Morgan.....	19,229	4,329	993	235	95	330	5,443	7,708	13,151	684
Otero.....	26,980	4,812	1,378	1,297	78	1,375	11,524	4,546	16,070	596
Ouray.....	3,125	279	162	128	2	130	1,100	470	1,570	502
Park.....	2,358	385	179	120	4	124	1,043	957	2,000	848
Phillips.....	6,558	1,748	456	134	3	137	2,201	3,461	5,662	863
Pitkin.....	3,228	188	118	73	7	80	810	612	1,422	441
Prowers.....	16,512	2,508	539	401	30	431	4,864	4,604	9,468	573
Pueblo (Pueblo).....	59,177	10,458	4,119	4,469	320	4,789	34,746	3,892	38,638	653
Rio Blanco.....	3,739	429	158	71	5	73	810	1,043	1,853	496
Rio Grande.....	9,368	1,858	473	235	29	260	3,011	3,567	6,578	702
Routt.....	10,671	1,236	604	442	18	460	4,054	2,141	6,195	581
Saguache.....	5,531	1,027	316	141	20	161	1,853	2,029	3,882	702
San Juan.....	2,027	133	81	203	11	214	1,332	.....	1,332	657
San Miguel.....	6,298	375	218	392	16	408	2,722	748	3,470	551
Sedgwick.....	5,017	1,309	382	102	9	111	1,737	3,109	4,846	966
Summit.....	2,056	220	119	52	9	61	579	229	808	393
Teller.....	7,986	740	407	344	29	373	2,896	205	3,101	388
Washington.....	13,367	1,651	320	135	14	149	2,837	6,278	9,115	682
Weld.....	61,070	12,556	2,811	2,147	197	2,344	23,454	30,169	53,623	878
Yuma.....	16,574	2,947	641	281	28	309	4,285	8,948	13,233	798
TOTAL.....	1,090,000	192,345	68,550	71,648	6,861	78,509	579,100	180,499	759,599	697

## CONNECTICUT

Fairfield (Stamford, Bridgeport).....	389,775	35,997	32,228	30,399	4,456	34,855	\$293,056	\$2,539	\$295,595	\$758
Hartford (Hartford, New Britain).....	425,429	34,726	33,347	42,532	5,704	48,236	360,646	7,388	368,034	865



## CONNECTICUT—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Litchfield.....	90,822	8,841	7,161	5,588	902	6,490	\$56,557	\$3,994	\$60,551	\$667
Middlesex.....	54,369	5,087	4,082	3,764	602	4,366	37,029	1,243	38,272	704
New Haven (New Haven, Meriden, Waterbury).....	485,987	35,731	31,374	39,608	5,060	44,668	380,683	2,802	383,485	789
New London.....	131,094	9,959	8,210	9,080	1,029	10,109	82,172	2,265	84,437	644
Tolland.....	28,553	3,139	2,201	2,032	263	2,295	19,529	1,665	21,194	742
Windham.....	61,054	5,167	3,842	4,187	398	4,585	38,423	1,603	40,026	656
TOTAL.....	1,667,000	138,647	122,445	137,190	18,414	155,604	1,268,095	23,499	1,291,594	775

## DELAWARE

Kent.....	30,185	5,260	1,448	2,214	110	2,324	\$21,527	\$8,734	\$30,261	\$1,003
New Castle (Wilmington)....	172,906	14,955	8,325	13,216	1,873	15,089	128,948	6,621	135,569	784
Sussex.....	42,395	8,910	2,296	2,510	195	2,705	28,024	10,045	38,069	898
<b>TOTAL.....</b>	<b>245,000</b>	<b>19,125</b>	<b>12,069</b>	<b>17,940</b>	<b>2,178</b>	<b>20,118</b>	<b>178,499</b>	<b>25,400</b>	<b>203,899</b>	<b>832</b>

## DISTRICT OF COLUMBIA

Washington (Washington)....	552,696	64,380	48,125	76,709	9,603	86,312	\$734,000	.....	\$734,000	\$1,328
-----------------------------	---------	--------	--------	--------	-------	--------	-----------	-------	-----------	---------

## FLORIDA

Alachua.....	44,216	4,358	1,052	735	75	810	\$7,142	\$2,368	\$9,510	\$215
Baker.....	7,844	439	97	37	2	39	578	211	789	101
Bay.....	15,916	1,190	333	147	6	153	1,995	194	2,189	138
Bradford.....	17,445	869	124	61	10	71	893	474	1,367	78
Brevard.....	11,791	2,523	1,157	531	225	756	5,777	361	6,138	521
Broward.....	7,164	4,203	2,258	453	182	635	5,830	118	5,948	830
Calhoun.....	12,244	609	49	38	7	45	999	658	1,657	135
Charlotte.....	8,000	730	249	88	11	99	1,050	64	1,114	139
Citrus.....	7,283	719	205	69	22	91	999	180	1,179	162
Clay.....	7,843	674	267	75	20	95	945	392	1,337	170
Collier.....	1,900	159	82	9	1	10	158	13	171	90
Columbia.....	11,528	1,399	396	206	28	234	2,364	1,101	3,465	301
Dade (Miami).....	165,026	26,618	15,995	11,017	2,848	13,865	165,063	1,613	166,676	1,010
De Soto.....	35,488	1,678	494	217	46	263	2,364	457	2,821	79
Dixie.....	1,700	340	46	5	3	8	315	117	432	254
Duval (Jacksonville).....	172,577	19,835	8,653	13,691	1,560	15,251	105,891	1,946	107,837	624
Escambia (Pensacola).....	70,964	4,621	1,845	1,816	264	2,080	23,208	1,585	24,888	351
Flagler.....	3,407	412	137	30	3	33	421	703	1,124	330
Franklin.....	7,420	387	123	61	15	76	840	12	852	115
Gadsden.....	32,844	2,126	363	221	61	282	3,151	3,737	6,888	210
Glades.....	14,000	254	71	17	7	24	368	230	598	427
Hamilton.....	13,776	571	136	55	6	61	999	962	1,961	142
Hardee.....	29,000	2,006	439	157	8	165	1,943	844	2,787	961
Hendry.....	1,500	442	122	4	2	6	210	60	270	180
Hernando.....	6,346	973	278	76	10	86	945	259	1,204	190
Highlands.....	25,000	1,908	641	126	23	149	1,785	106	1,891	756
Hillsborough (Tampa, St. Petersburg).....	150,331	22,535	9,948	8,890	1,505	10,395	74,158	2,895	77,053	513
Holmes.....	17,930	677	64	30	3	33	893	1,893	2,786	155
Jackson.....	44,566	1,611	272	124	28	152	2,942	5,850	8,792	197
Jefferson.....	18,552	872	173	31	19	50	1,155	1,338	2,493	134
Lafayette.....	8,710	442	41	13	2	15	368	311	679	78
Lake.....	17,782	4,413	1,754	577	149	726	6,302	463	6,765	380
Lee.....	14,311	3,158	1,115	277	167	444	3,887	598	4,485	313
Leon.....	26,198	2,460	651	267	56	323	3,204	1,685	4,889	187
Levy.....	14,843	1,139	308	110	12	122	1,524	676	2,200	148
Liberty.....	6,984	233	37	18	2	20	368	167	535	77
Madison.....	24,044	1,068	208	70	18	88	1,470	1,715	3,185	132
Manatee.....	26,109	4,456	1,650	387	334	721	6,460	460	6,920	265
Marion.....	34,443	3,602	1,044	487	94	581	5,515	1,415	6,930	201
Monroe.....	28,278	982	323	729	64	793	5,673	3	5,676	201
Nassau.....	15,823	749	163	167	23	190	1,733	620	2,353	149
Ocala.....	13,060	879	124	38	10	48	945	718	1,663	127
Okechobee.....	2,975	984	279	157	14	171	1,470	130	1,600	538
Orange.....	28,753	9,875	5,102	1,506	525	2,031	17,174	503	17,677	615
Osceola.....	10,039	1,712	594	177	24	201	2,258	223	2,481	247
Palm Beach.....	28,028	10,263	5,488	2,090	1,043	3,133	24,421	1,180	25,601	913
Pasco.....	12,282	1,722	669	161	16	177	1,943	387	2,330	190
Pinellas.....	47,030	13,063	7,792	2,447	1,865	4,312	33,035	583	33,618	715
Polk.....	57,811	11,751	5,029	1,864	520	2,384	21,165	1,444	22,609	391
Putnam.....	20,327	2,135	758	423	101	524	4,412	1,548	5,960	293
St. Johns.....	18,224	2,148	1,227	766	191	957	7,300	3,637	10,937	600
St. Lucie.....	11,003	1,714	618	1,015	96	1,111	7,616	483	8,099	736
Santa Rosa.....	19,074	1,103	136	68	37	105	1,470	1,355	2,825	148
Sarasota.....	30,000	3,225	1,646	203	291	494	4,359	54	4,413	147
Seminole.....	15,329	2,922	1,276	579	151	730	5,777	278	6,055	395
Sumter.....	10,954	1,238	345	65	10	75	1,103	437	1,540	141
Suwannee.....	27,612	1,337	263	143	26	169	1,943	1,271	3,214	116
Taylor.....	15,654	1,174	235	140	34	174	1,839	273	2,112	135
Union.....	11,000	420	60	23	.....	23	421	783	1,204	1,094
Volusia.....	33,614	6,887	3,880	1,634	624	2,258	17,751	1,043	18,794	559
Wakulla.....	7,156	309	53	2	7	9	368	286	654	91
Walton.....	16,909	1,030	152	89	41	130	1,576	931	2,507	148
Washington.....	16,503	878	143	56	12	68	1,050	997	2,047	124
<b>TOTAL.....</b>	<b>1,531,000</b>	<b>205,209</b>	<b>89,232</b>	<b>55,761</b>	<b>13,563</b>	<b>69,324</b>	<b>611,276</b>	<b>57,398</b>	<b>668,674</b>	<b>437</b>

## G E O R G I A

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Appling.....	11,280	791	166	27	4	31	\$784	\$1,700	\$2,484	\$220
Atkinson.....	8,152	422	82	18	1	19	522	467	989	121
Bacon.....	6,879	386	60	5	.....	5	327	851	1,178	171
Baker.....	8,836	332	35	3	.....	3	262	1,185	1,447	164
Baldwin.....	21,073	869	343	108	15	123	1,832	959	2,791	132
Banks.....	12,580	305	33	4	1	5	392	1,715	2,107	167
Barrow.....	14,043	715	172	71	1	72	1,243	1,770	3,013	215
Bartow.....	26,116	1,790	337	200	28	228	3,075	3,141	6,216	238
Ben Hill.....	15,545	1,041	314	230	11	241	2,748	1,129	3,877	249
Berrien.....	16,582	825	151	10	8	18	719	1,507	2,226	134
Bibb (Macon).....	82,342	7,599	3,374	4,048	516	4,564	38,992	1,504	40,496	492
Bleckley.....	11,214	502	92	40	5	45	850	1,470	2,320	206
Brantley.....	9,000	436	91	30	1	31	523	629	1,152	128
Brooks.....	26,128	1,144	286	103	25	128	2,028	2,251	4,279	164
Bryan.....	6,754	441	65	18	4	22	523	371	894	132
Bullock.....	27,826	1,695	339	125	13	138	2,421	4,742	7,163	257
Burke.....	32,834	1,357	359	158	19	177	2,879	5,716	8,595	262
Butts.....	13,104	651	162	56	4	60	1,047	1,302	2,349	179
Calhoun.....	10,888	678	133	22	5	27	785	1,666	2,451	225
Camden.....	7,421	440	97	26	4	30	589	180	769	104
Campbell.....	12,468	838	180	71	5	76	1,243	1,202	2,445	196
Candler.....	9,805	537	111	14	1	15	523	2,145	2,668	272
Carroll.....	42,630	2,156	413	123	25	148	3,075	7,032	10,107	237
Catoosa.....	7,110	870	176	16	1	17	523	931	1,454	205
Charlton.....	4,830	343	93	24	3	27	458	262	720	149
Chatham (Savannah).....	120,028	8,972	4,349	6,161	881	7,042	60,778	1,545	62,323	519
Chattahoochee.....	5,607	625	361	363	27	390	3,467	398	3,865	689
Chattanooga.....	15,239	848	239	34	4	38	981	1,817	2,798	184
Cherokee.....	19,772	1,503	197	84	20	104	1,832	2,360	4,192	212
Clarke.....	27,803	2,527	882	880	88	968	9,355	1,172	10,527	379
Clay.....	8,047	492	83	15	3	18	523	1,659	2,182	271
Clayton.....	11,882	822	156	68	4	72	1,112	1,348	2,460	207
Clinch.....	8,501	521	127	21	1	22	523	255	778	92
Cobb.....	32,409	3,454	770	595	51	646	7,131	2,998	10,129	313
Coffee.....	19,766	1,067	301	76	16	92	1,636	2,214	3,850	195
Colquitt.....	31,233	1,691	448	145	32	177	2,813	3,540	6,353	203
Columbia.....	12,477	566	96	19	4	23	719	1,374	2,093	168
Cook.....	11,904	674	107	10	3	13	589	1,372	1,961	165
Coweta.....	30,929	1,669	514	260	63	323	3,991	3,380	7,371	238
Crawford.....	9,469	412	48	2	1	3	392	1,253	1,645	174
Crisp.....	20,140	1,211	337	110	13	123	2,028	2,263	4,291	213
Dade.....	4,172	245	51	5	3	8	262	327	589	141
Dawson.....	4,476	167	16	1	.....	1	131	504	635	142
Decatur.....	33,845	1,608	443	151	37	188	2,632	1,768	4,400	130
Dekalb.....	54,589	6,062	1,411	995	196	1,191	11,844	1,947	13,791	253
Dodge.....	24,001	1,099	229	43	5	48	1,177	3,548	4,725	197
Dooley.....	21,852	1,047	192	28	5	33	1,177	3,621	4,798	220
Dougherty.....	21,363	2,618	938	589	103	692	7,393	964	8,357	391
Douglas.....	11,156	625	86	21	5	26	655	1,382	2,037	183
Early.....	20,213	953	170	37	9	46	1,177	2,479	3,656	181
Echols.....	3,528	159	16	8	.....	8	197	154	351	99
Effingham.....	10,632	731	116	61	5	66	1,047	1,081	2,128	200
Elbert.....	25,454	1,332	217	172	15	187	2,551	2,925	5,476	215
Emanuel.....	27,538	1,184	218	58	4	62	1,701	4,090	5,800	211
Evans.....	7,021	454	118	23	1	24	589	1,035	1,624	231
Fannin.....	12,887	431	118	38	1	39	785	752	1,537	119
Fayette.....	12,134	559	64	4	3	7	523	1,895	2,418	199
Floyd.....	48,873	3,349	1,172	694	104	798	8,635	2,886	11,521	236
Forsyth.....	12,517	661	36	15	1	16	589	2,006	2,595	207
Franklin.....	21,250	892	111	48	4	52	1,439	3,315	4,754	224
Fulton (Atlanta).....	288,995	37,143	17,801	25,218	4,277	29,495	237,026	882	237,908	823
Gilmer.....	8,951	321	55	4	1	5	458	764	1,222	137
Glascock.....	4,464	283	32	5	.....	5	262	783	1,045	234
Glynn.....	20,625	1,883	733	575	61	636	6,411	178	6,589	319
Gordon.....	18,885	1,113	257	35	5	40	1,308	2,493	3,801	201
Grady.....	21,622	1,130	244	35	13	48	1,177	2,241	3,418	158
Greene.....	20,201	763	137	72	8	80	1,439	1,342	2,781	138
Gavinett.....	32,292	1,724	315	134	21	155	2,682	3,087	5,769	179
Habersham.....	11,425	1,103	200	79	8	87	1,410	1,640	3,050	267
Hall.....	28,560	1,970	583	249	43	292	3,926	2,644	6,570	230
Hancock.....	19,547	714	152	33	7	40	1,112	1,587	2,699	138
Haralson.....	15,376	824	127	54	1	55	1,243	1,701	2,944	191
Harris.....	16,797	565	88	40	4	44	981	1,706	2,687	160
Hart.....	19,107	774	92	59	5	64	1,243	3,665	4,908	257
Heard.....	11,847	456	32	2	.....	2	392	2,208	2,600	219
Henry.....	21,743	942	159	61	3	64	1,439	2,429	3,868	178
Houston.....	23,387	725	142	126	20	146	2,421	4,488	6,909	295
Irwin.....	13,491	618	95	15	3	18	719	1,817	2,536	188
Jackson.....	26,252	1,149	231	94	11	95	1,963	3,402	5,365	204
Jasper.....	17,422	502	126	61	7	68	1,047	1,534	2,581	148
Jeff Davis.....	7,796	443	110	16	3	19	458	1,119	1,577	202
Jefferson.....	24,067	1,236	221	79	9	88	1,832	3,804	5,636	234
Jenkins.....	15,256	666	148	63	9	72	1,243	2,125	3,368	221
Johnson.....	14,424	795	130	12	4	16	785	1,915	2,700	187
Jones.....	14,129	475	96	16	4	20	589	1,220	1,809	128
Lamar.....	15,000	719	192	73	12	85	1,243	1,035	2,278	152
Lanier.....	7,000	347	64	4	1	5	328	463	791	113
Laurens.....	48,583	1,987	479	162	20	182	3,206	5,462	8,668	178
Lee.....	11,611	422	69	10	1	11	523	1,602	2,125	183
Liberty.....	13,530	455	74	18	3	21	523	327	850	63

## GEORGIA—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Lincoln.....	10,370	581	65	10	5	15	\$589	\$964	\$1,553	\$150
Long.....	9,000	218	43	9	9	9	262	304	566	63
Lowndes.....	28,240	2,757	924	416	55	471	5,626	1,905	7,531	267
Lumpkin.....	5,580	264	50	3	3	3	262	469	731	131
McDuffie.....	12,255	592	131	23	12	35	850	1,356	2,206	180
McIntosh.....	5,451	349	85	25	1	26	458	99	557	102
Macon.....	18,812	1,269	260	94	9	103	1,767	5,976	7,743	412
Madison.....	20,021	719	102	34	5	39	1,047	2,850	3,897	195
Marion.....	8,097	484	85	17	4	21	523	1,161	1,684	208
Meriwether.....	27,864	1,270	241	119	9	128	2,224	3,726	5,950	214
Miller.....	10,185	305	68	13	1	13	458	1,300	1,758	173
Milton.....	7,331	579	28	2	1	3	328	1,540	1,868	255
Mitchell.....	27,246	1,378	238	102	5	107	2,028	4,760	6,788	249
Monroe.....	21,443	733	182	52	15	67	1,308	1,345	2,653	124
Montgomery.....	9,761	549	93	14	1	15	589	1,543	2,132	218
Morgan.....	21,448	609	155	120	8	128	1,767	1,612	3,379	158
Murray.....	10,105	473	68	8	3	11	589	1,594	2,183	216
Muscogee (Columbus).....	66,164	5,646	2,267	2,159	351	2,510	22,898	544	23,442	354
Newton.....	23,085	1,086	307	147	15	162	2,224	1,750	3,974	172
Oconee.....	11,784	459	76	11	1	11	523	1,409	1,932	164
Oglethorpe.....	21,602	756	99	23	1	24	981	2,296	3,277	152
Paulding.....	14,934	592	68	15	1	15	523	1,685	2,208	148
Pickens.....	8,755	815	200	30	8	38	850	774	1,624	185
Pierce.....	12,707	856	193	38	12	50	850	1,778	2,628	207
Pike.....	22,587	754	114	64	8	72	1,112	2,348	3,460	153
Polk.....	21,676	1,523	411	245	29	274	3,401	2,284	5,685	262
Pulaski.....	12,338	518	130	31	8	39	850	1,647	2,497	202
Putnam.....	16,133	500	98	42	1	43	916	820	1,736	108
Quitman.....	3,638	177	29	4	1	4	197	592	789	217
Rabun.....	6,118	386	96	39	9	48	719	506	1,225	200
Randolph.....	17,805	1,095	183	85	8	93	1,636	3,154	4,790	269
Richmond (Augusta).....	68,724	6,381	2,785	3,707	401	4,108	36,244	1,788	38,032	553
Rockdale.....	10,138	453	72	36	1	36	655	838	1,493	147
Schley.....	5,583	410	76	15	1	16	328	893	1,221	219
Schreven.....	25,078	1,165	278	49	3	52	1,570	3,593	5,163	206
Seminole.....	11,000	437	95	33	1	34	655	1,136	1,791	163
Spalding.....	23,328	1,974	596	302	51	353	4,186	1,986	6,172	265
Stephens.....	11,942	748	159	85	4	89	1,439	1,415	2,854	239
Stewart.....	12,872	587	128	34	7	41	916	1,299	2,215	172
Sumter.....	31,567	1,924	620	407	25	432	5,168	4,375	9,543	302
Talbot.....	11,881	594	91	41	4	45	916	840	1,756	148
Taliaferro.....	9,414	355	53	21	1	21	523	804	1,327	141
Tattnall.....	15,442	971	149	37	1	38	1,047	2,462	3,509	227
Taylor.....	12,216	825	160	26	8	34	981	2,039	3,020	247
Telfair.....	16,282	831	258	52	8	60	1,308	1,865	3,173	195
Terrell.....	20,871	1,192	250	88	5	93	1,767	3,562	5,329	255
Thomas.....	40,535	2,569	850	302	65	367	4,972	1,978	6,950	171
Tift.....	15,432	1,221	333	118	11	129	1,963	1,682	3,645	236
Toombs.....	14,798	825	211	79	8	87	1,439	2,140	3,579	242
Towns.....	4,192	140	15	2	1	2	197	573	770	184
Treutless.....	8,161	347	51	4	3	7	327	1,451	1,778	218
Troup.....	44,280	2,509	760	458	81	539	6,542	3,062	9,604	217
Turner.....	13,274	682	119	40	3	43	981	1,793	2,774	209
Twiggs.....	11,081	416	60	10	3	15	523	909	1,432	129
Union.....	6,873	137	22	1	1	1	262	678	940	137
Upson.....	15,744	1,519	283	115	27	142	3,010	1,758	4,768	303
Walker.....	24,884	2,179	575	170	27	197	3,140	1,874	5,014	201
Walton.....	25,785	1,167	314	126	25	151	2,290	3,447	5,737	222
Ware.....	30,199	2,436	777	691	70	761	7,720	809	8,529	282
Warren.....	12,594	579	119	64	16	80	1,178	1,626	2,804	223
Washington.....	29,971	1,162	354	134	22	156	2,551	3,566	6,117	204
Wayne.....	15,313	902	202	86	1	87	1,308	1,114	2,422	158
Webster.....	5,688	227	40	3	1	4	262	673	935	164
Wheeler.....	10,453	526	81	10	1	10	523	1,517	2,040	195
White.....	6,501	366	58	1	8	8	458	521	979	151
Whitefield.....	17,992	1,376	439	168	59	227	3,075	1,791	4,866	270
Wilcox.....	16,516	646	128	24	9	33	916	2,280	3,196	194
Wilkes.....	25,779	1,044	236	136	9	145	2,028	2,130	4,158	161
Wilkinson.....	12,113	643	132	46	16	62	916	849	1,765	146
Worth.....	25,409	1,015	149	61	10	71	1,374	3,071	4,445	175
TOTAL.....	3,254,000	212,412	64,752	56,653	8,554	65,207	654,139	295,404	949,543	292

## IDAHO

Ada.....	44,608	7,052	3,125	2,961	268	3,229	\$15,674	\$6,926	\$22,600	\$507
Adams.....	3,767	380	136	60	2	62	543	1,651	2,194	582
Bannock.....	34,878	3,630	1,561	3,031	128	3,159	14,734	5,850	20,584	590
Bear Lake.....	11,126	944	335	300	10	310	1,934	2,155	4,089	368
Benewah.....	8,838	942	445	520	30	550	2,716	1,265	3,981	450
Bingham.....	23,195	2,891	950	379	30	409	3,352	9,150	12,502	539
Blaine.....	5,666	676	206	176	7	183	1,219	1,120	2,339	413
Boise.....	2,308	160	76	224	7	231	1,020	259	1,279	554
Bonner.....	16,412	1,930	695	635	55	690	3,975	1,334	5,309	323
Bonneville.....	22,170	3,150	1,239	623	71	694	4,466	8,384	12,850	580
Boundary.....	5,668	698	299	274	15	289	1,550	651	2,201	388
Butte.....	3,724	474	117	36	5	41	450	1,426	1,876	504
Camas.....	2,192	333	69	102	1	103	569	741	1,310	598
Canyon.....	34,117	5,777	1,819	1,115	46	1,161	7,500	11,127	18,627	546
Caribou.....	2,776	446	143	90	10	100	636	922	1,558	561



## I D A H O—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Cassia.....	19,837	2,225	581	292	38	330	\$2,597	\$5,458	\$8,055	\$406
Clark.....	2,389	266	59	80	2	82	477	791	1,268	531
Clearwater.....	6,325	578	299	238	8	246	1,418	825	2,243	355
Custer.....	4,497	565	176	123	3	126	861	1,254	2,115	470
Elmore.....	6,444	860	259	751	22	773	3,339	1,199	4,538	704
Franklin.....	10,958	1,118	399	98	2	100	1,219	3,220	4,439	405
Fremont.....	13,149	1,510	381	270	9	279	2,133	3,907	6,040	459
Gem.....	8,142	1,151	414	246	5	251	1,590	2,249	3,839	472
Gooding.....	9,562	1,237	295	188	15	203	1,537	2,791	4,328	453
Idaho.....	14,884	1,024	549	259	27	286	2,120	6,029	8,149	547
Jefferson.....	11,960	1,258	380	115	8	123	1,338	3,342	4,680	391
Jerome.....	7,257	1,364	342	125	20	145	1,285	3,139	4,424	610
Kootenai.....	22,648	3,515	1,352	1,398	96	1,494	7,592	2,621	10,213	451
Latah.....	22,919	3,043	1,195	925	85	1,010	5,539	5,176	10,715	468
Lemhi.....	6,542	632	227	175	8	183	1,193	2,416	3,609	552
Lewis.....	7,412	912	413	173	15	188	1,299	4,010	5,309	716
Lincoln.....	4,365	581	153	179	11	190	1,073	1,059	2,132	488
Madison.....	11,613	1,092	339	164	9	173	1,471	3,099	4,570	394
Minidoka.....	11,446	1,407	402	170	7	177	1,497	3,464	4,961	433
Nez Perce.....	19,323	2,600	1,333	882	78	960	5,459	5,139	10,598	548
Oneida.....	8,517	679	246	53	5	58	848	3,187	4,035	474
Owyhee.....	5,946	538	140	84	4	88	702	3,042	3,744	630
Payette.....	8,894	1,476	496	196	12	208	1,683	2,196	3,879	436
Power.....	6,467	1,005	234	93	4	97	981	2,475	3,456	534
Shoshone.....	18,052	2,478	1,401	2,370	204	2,574	11,037	192	11,229	622
Teton.....	4,967	475	120	50	5	55	569	2,105	2,674	538
Twin Falls.....	35,975	6,074	1,871	1,244	120	1,364	8,519	10,649	19,168	533
Valley.....	3,197	437	172	131	7	138	834	838	1,672	523
Washington.....	11,938	1,445	485	281	10	291	1,948	3,066	5,014	420
TOTAL.....	546,000	71,028	25,928	21,879	1,524	23,403	132,496	141,899	274,395	503

## I L L I N O I S

Adams (Quincy).....	63,245	9,570	4,032	3,051	397	3,448	\$34,831	\$9,305	\$44,136	\$698
Alexander.....	23,677	2,167	959	895	105	1,000	11,817	1,162	12,979	548
Bond.....	15,842	2,389	722	265	14	279	4,976	3,093	8,069	509
Boone.....	15,129	2,743	1,229	440	57	497	6,841	4,996	11,837	782
Brown.....	9,218	1,359	438	111	9	120	2,488	2,664	5,152	559
Bureau.....	42,110	7,096	3,158	1,397	82	1,479	20,524	12,468	32,992	783
Calhoun.....	8,141	931	280	73	9	80	1,865	2,604	4,469	549
Carroll.....	19,102	3,552	1,552	759	27	786	9,951	5,171	15,122	792
Case.....	17,670	2,824	1,201	956	61	1,017	11,817	4,839	16,656	943
Champaign.....	56,240	12,269	5,042	3,070	381	3,451	39,806	17,252	57,058	1,015
Christian.....	37,973	6,222	2,597	1,473	116	1,589	21,146	10,989	32,135	846
Clark.....	20,898	3,711	831	248	29	277	6,219	3,853	10,072	482
Clay.....	17,461	2,474	672	178	29	207	4,353	2,909	7,262	416
Clinton.....	22,657	2,956	897	463	43	506	8,085	4,793	12,878	568
Coles.....	34,665	5,767	2,369	1,449	125	1,574	19,280	7,261	26,541	766
Cook (Cicero, Chicago, Evanston and Oak Park).....	3,817,756	290,483	226,254	418,291	72,001	490,292	4,196,529	9,449	4,205,978	1,102
Crawford.....	22,484	4,720	1,396	520	59	579	9,329	3,068	12,397	551
Cumberland.....	12,696	1,814	354	75	10	85	2,488	2,619	5,107	402
Dekalb.....	30,944	6,553	3,148	1,493	131	1,624	19,280	11,512	30,792	995
Dewitt.....	19,009	3,051	1,210	999	53	1,052	11,817	6,947	18,764	987
Douglas.....	19,357	3,282	1,192	617	53	670	9,330	7,348	16,678	862
Du Page.....	41,589	11,694	7,472	7,059	912	7,971	72,148	6,086	78,234	1,881
Edgar.....	25,543	4,419	1,690	630	71	701	10,573	9,315	19,888	779
Edwards.....	9,313	1,763	404	66	7	73	2,488	2,324	4,812	517
Effingham.....	19,309	3,875	950	287	29	316	6,220	3,832	10,052	521
Fayette.....	25,857	2,993	950	197	22	219	5,597	5,537	11,134	431
Ford.....	16,264	3,273	1,027	579	53	632	3,508	8,603	11,811	700
Franklin.....	56,570	8,352	3,286	2,831	75	2,906	34,209	1,714	35,923	635
Fulton.....	47,555	7,343	2,994	991	67	1,058	18,037	8,705	26,742	562
Gallatin.....	12,694	1,372	303	67	6	73	2,488	2,965	5,453	430
Greene.....	22,594	3,059	1,023	563	30	593	8,708	5,470	14,178	628
Grundy.....	18,345	3,271	1,310	625	51	676	9,330	6,608	15,938	869
Hamilton.....	15,720	1,324	289	61	2	63	3,110	2,807	5,917	376
Hancock.....	28,163	5,411	1,713	613	37	650	11,196	8,233	19,429	690
Hardin.....	7,438	517	206	49	8	57	1,244	639	1,883	253
Henderson.....	9,647	1,328	404	162	5	167	2,488	3,969	6,457	669
Henry.....	44,592	8,512	3,571	1,951	140	2,091	25,500	11,408	36,908	828
Iroquois.....	34,401	6,930	2,294	710	136	846	13,684	17,126	30,810	896
Jackson.....	36,623	4,974	1,955	1,235	94	1,329	16,793	4,281	21,074	575
Jasper.....	15,861	2,201	407	132	12	144	3,732	3,973	7,665	483
Jefferson.....	28,120	4,010	1,467	492	84	576	9,951	3,425	13,376	738
Jersey.....	12,522	1,507	618	301	31	332	4,354	2,539	6,893	550
Jo Daviess.....	21,640	3,739	1,706	619	43	662	9,330	5,649	14,979	692
Johnson.....	11,870	1,231	311	132	8	140	2,488	1,574	4,062	342
Kane (Elgin and Aurora).....	113,483	18,048	10,496	11,383	1,170	12,553	110,089	11,911	122,000	1,075
Kankakee.....	43,929	7,019	3,682	2,037	201	2,238	26,745	9,377	36,122	822
Kendall.....	9,947	2,020	885	269	17	286	4,354	5,851	10,205	1,026
Knox.....	46,138	8,855	3,945	2,739	183	2,922	31,721	9,437	41,158	892
Lake.....	86,096	14,687	8,333	6,600	1,140	7,740	75,882	7,062	82,944	963
La Salle.....	102,700	14,095	7,575	4,963	453	5,416	59,709	19,459	79,168	771
Lawrence.....	21,110	3,728	1,397	524	69	596	8,708	2,658	11,366	538
Lee.....	27,650	6,071	2,585	1,192	79	1,271	16,171	11,414	27,585	998
Livingston.....	38,577	6,870	2,844	1,523	149	1,672	14,147	20,281	34,428	895
Logan.....	29,189	4,522	1,684	988	128	1,116	14,305	11,579	25,884	887
McDonough.....	26,733	5,070	1,950	753	68	821	12,439	7,933	20,372	762
McHenry.....	32,746	7,172	2,907	1,855	112	1,967	17,391	13,228	30,619	936

## ILLINOIS—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
McLean.....	81,254	12,639	5,400	3,830	385	4,215	\$47,270	\$21,500	\$68,770	\$846
Macon (Decatur).....	84,929	11,799	5,887	4,839	645	5,484	52,246	10,332	62,578	737
Macoupin.....	56,551	7,087	2,964	2,736	75	2,811	32,343	7,641	39,984	707
Madison.....	118,891	18,084	8,225	7,199	461	7,660	82,101	7,085	89,186	750
Marion.....	37,024	5,524	2,462	1,290	68	1,358	17,415	3,034	20,449	552
Marshall.....	14,574	2,110	886	356	37	393	5,597	5,486	11,083	760
Mason.....	16,424	3,190	1,002	472	53	525	8,085	6,717	14,802	901
Massac.....	13,388	1,332	541	186	14	200	3,732	1,308	5,040	376
Menard.....	11,547	1,758	732	281	27	308	4,976	4,548	9,524	825
Mercer.....	18,563	3,453	1,169	459	33	492	8,085	5,554	13,639	735
Monroe.....	12,677	1,991	741	279	18	297	4,976	3,786	8,762	691
Montgomery.....	40,881	5,495	2,039	1,188	64	1,252	18,037	6,465	24,502	599
Morgan.....	33,143	4,728	1,988	1,089	133	1,222	15,549	8,569	24,118	728
Moultrie.....	14,652	2,186	705	254	30	284	4,976	5,952	10,928	746
Ogle.....	26,491	5,748	2,450	934	55	989	13,684	9,998	23,682	894
Peoria (Peoria).....	118,998	17,255	10,315	8,637	1,202	9,839	100,296	7,990	108,286	910
Perry.....	22,612	3,047	1,091	603	40	643	9,330	2,570	11,900	526
Piatt.....	15,516	3,131	1,068	476	70	546	3,464	8,287	12,751	823
Pike.....	26,527	4,046	1,051	339	43	382	8,085	8,446	16,531	623
Pope.....	9,504	686	180	25	1	26	1,866	1,398	3,264	343
Pulaski.....	14,445	1,468	465	394	12	406	5,597	1,443	7,040	487
Putnam.....	7,483	924	350	128	5	133	2,488	2,034	4,522	604
Randolph.....	28,742	4,013	1,405	709	38	747	11,196	4,428	15,624	544
Richland.....	13,867	2,593	774	183	20	203	4,354	2,623	6,977	503
Rock Island (Rock Island, Moline).....	104,640	13,519	6,999	6,106	509	6,615	65,307	4,629	69,936	668
St. Clair (East St. Louis).....	151,305	18,781	9,268	9,170	669	9,839	96,406	6,315	102,721	679
Saline.....	37,869	4,400	1,897	1,415	72	1,487	18,037	2,476	20,513	542
Sangamon (Springfield).....	113,837	13,947	7,258	8,367	963	9,330	85,210	13,288	98,498	865
Schuyler.....	13,117	1,853	591	165	21	186	3,732	3,924	7,656	584
Scott.....	9,369	1,599	416	216	23	239	3,732	3,502	7,234	772
Shelby.....	29,227	4,462	1,370	381	18	399	8,085	9,211	17,296	592
Stark.....	9,571	2,009	711	258	11	269	4,354	4,090	8,444	882
Stephenson.....	37,267	6,962	3,538	1,705	185	1,890	22,391	9,435	31,826	854
Tazewell.....	38,054	5,929	2,897	1,842	178	2,020	23,012	9,915	32,927	865
Union.....	19,994	2,403	699	248	52	300	5,597	3,401	8,998	450
Vermilion (Danville).....	98,974	13,024	5,867	5,319	504	5,823	57,221	10,788	68,009	687
Wabash.....	13,857	1,924	937	416	34	450	5,597	2,581	8,178	590
Warren.....	21,217	4,533	1,594	744	103	847	11,196	7,596	18,792	886
Washington.....	17,807	2,366	839	209	25	234	4,976	4,064	9,040	507
Wayne.....	22,485	2,623	558	141	13	154	4,354	4,981	9,335	415
White.....	19,827	2,670	674	186	35	221	4,976	5,086	10,062	507
Whiteside.....	35,718	8,248	3,042	1,461	148	1,609	20,524	10,573	31,097	871
Will (Joliet).....	101,264	14,021	8,150	7,150	653	7,803	72,527	11,874	84,401	832
Williamson.....	60,321	7,975	3,621	2,432	122	2,554	31,099	2,464	33,563	556
Winnebago (Rockford).....	114,680	16,833	8,759	7,330	875	8,205	77,747	6,327	84,074	733
Woodford.....	19,096	3,768	1,476	772	79	856	6,573	9,354	15,927	834
<b>TOTAL.....</b>	<b>7,396,000</b>	<b>844,824</b>	<b>469,183</b>	<b>584,915</b>	<b>79,585</b>	<b>673,222</b>	<b>6,215,210</b>	<b>684,302</b>	<b>6,899,512</b>	<b>933</b>

## INDIANA

Adams.....	18,020	3,563	966	441	50	491	\$4,986	\$4,483	\$9,469	\$525
Allen (Fort Wayne).....	139,061	21,487	9,483	11,942	1,154	13,096	99,180	8,239	107,419	773
Bartholomew.....	20,994	3,892	1,194	511	74	585	6,199	5,270	11,469	546
Benton.....	10,328	2,684	647	265	23	288	3,234	7,200	10,434	1,010
Blackford.....	12,378	2,521	761	406	52	458	4,312	1,682	5,994	484
Boone.....	20,720	4,253	984	353	30	383	4,717	5,478	10,195	492
Brown.....	6,169	438	72	20	.....	20	539	1,024	1,563	253
Carroll.....	14,339	2,761	920	186	.....	197	2,830	5,941	8,771	612
Cass.....	48,150	6,218	2,182	1,433	110	1,543	13,746	5,532	19,278	400
Clark.....	25,823	3,913	1,290	954	50	1,004	9,164	3,177	12,341	478
Clay.....	25,881	4,546	1,193	729	64	783	7,816	3,845	11,661	451
Clinton.....	24,378	5,426	1,914	843	85	928	8,894	6,771	15,665	643
Crawford.....	9,848	1,145	240	83	5	88	1,348	1,802	3,150	320
Davies.....	22,725	3,716	1,040	636	44	680	6,468	5,116	11,584	510
Dearborn.....	17,607	3,168	850	441	62	503	5,256	3,530	8,786	499
Decatur.....	15,656	3,327	901	362	25	387	4,312	4,152	8,464	541
De Kalb.....	22,500	4,802	1,461	848	54	902	8,220	5,103	13,323	592
Delaware (Muncie).....	72,236	9,797	4,002	2,153	304	2,457	21,696	5,462	27,158	376
Dubois.....	17,503	3,038	819	298	30	328	3,908	3,768	7,676	439
Elkhart.....	70,824	12,468	5,588	3,807	376	4,183	32,881	6,441	39,322	556
Fayette.....	15,066	3,378	1,188	838	109	947	8,086	3,834	11,920	791
Plymouth.....	38,513	4,872	1,704	1,567	167	1,732	14,419	1,739	16,158	420
Fountain.....	16,544	3,614	791	374	24	398	4,582	4,390	8,972	542
Franklin.....	13,013	1,959	528	138	17	155	2,291	4,898	7,189	552
Fulton.....	14,483	3,285	922	220	37	257	3,369	4,196	7,565	522
Gibson.....	25,665	5,175	1,329	818	34	852	8,490	6,550	15,040	586
Grant.....	64,505	8,432	2,658	1,354	200	1,554	14,959	5,994	20,953	325
Greene.....	46,187	5,427	1,505	847	45	892	9,029	4,617	13,646	295
Hamilton.....	21,289	4,971	1,453	455	40	495	5,795	6,107	11,902	558
Hancock.....	15,126	3,614	960	374	29	403	4,447	5,356	9,803	648
Harrison.....	16,397	2,435	548	91	9	100	2,021	3,666	5,687	347
Hendricks.....	17,834	3,696	831	286	24	310	4,043	6,205	10,248	575
Henry.....	43,564	5,962	2,151	796	90	886	9,298	6,020	15,318	352
Howard (Kokomo).....	59,071	7,667	2,645	1,632	203	1,835	16,306	4,690	20,996	355
Huntington.....	27,836	6,109	2,131	1,156	103	1,259	11,320	4,779	16,099	578
Jackson.....	21,294	3,643	890	487	46	533	5,660	5,066	10,726	504
Jasper.....	12,270	2,543	606	193	30	223	2,830	5,585	8,415	686
Jay.....	20,494	3,916	1,069	365	36	401	4,851	4,020	8,871	433

## I N D I A N A—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Jefferson.....	18,201	3,161	806	249	61	310	\$3,908	\$3,785	\$7,693	\$423
Jennings.....	11,672	1,674	282	158	13	171	2,156	2,431	4,587	393
Johnson.....	18,228	3,967	1,346	429	61	490	5,390	5,834	11,224	616
Knox.....	40,601	7,658	2,232	1,351	166	1,517	14,277	7,440	21,717	535
Kosciusko.....	23,836	5,496	1,614	548	64	612	6,603	7,097	13,700	575
Lagrange.....	12,313	2,681	683	174	20	194	2,560	4,346	6,906	561
Lake (E. Chicago, Hammond, Gary).....	277,023	28,219	13,614	2,677	1,267	23,944	172,225	5,501	177,726	642
La Porte.....	63,631	8,366	3,387	3,492	386	3,878	29,782	5,815	35,597	559
Lawrence.....	24,810	6,099	1,790	1,358	152	1,510	12,802	2,890	15,692	632
Madison.....	86,860	12,586	4,813	2,201	249	2,450	22,640	7,288	29,928	345
Marion (Indianapolis).....	421,189	70,145	26,576	36,412	4,536	40,948	356,283	4,419	360,702	856
Marshall.....	20,869	4,947	1,463	732	68	800	7,547	5,434	12,981	622
Martin.....	10,428	1,154	220	43	9	52	1,213	1,830	3,043	292
Miami.....	25,196	5,408	1,919	1,125	91	1,216	10,646	5,229	15,875	630
Monroe.....	21,550	6,034	1,770	1,168	160	1,328	11,050	2,101	13,151	610
Montgomery.....	25,040	5,432	1,323	563	82	645	7,142	7,124	14,266	570
Morgan.....	17,587	2,981	973	262	42	304	3,908	4,333	8,241	469
Newton.....	8,916	2,152	474	225	8	253	2,695	4,744	7,439	834
Noble.....	19,749	4,832	1,413	526	95	621	6,199	4,584	10,783	546
Ohio.....	3,537	762	197	29	1	30	539	805	1,344	380
Orange.....	14,918	3,030	584	219	56	275	3,369	2,505	5,874	394
Owen.....	11,215	1,963	458	155	12	167	2,291	2,177	4,468	398
Parke.....	16,589	2,920	673	255	12	267	3,369	3,952	7,321	441
Perry.....	14,671	1,777	440	156	33	189	2,560	2,370	4,930	336
Pike.....	16,421	2,759	641	344	7	351	3,773	2,598	6,371	388
Porter.....	17,803	4,215	1,629	1,072	70	1,142	9,433	5,340	14,773	830
Posey.....	16,993	2,848	507	195	37	232	3,099	5,601	8,700	512
Pulaski.....	10,885	2,231	583	114	7	121	1,887	4,174	6,061	557
Putnam.....	17,473	3,658	791	398	40	438	4,851	4,127	8,978	511
Randolph.....	23,277	5,512	1,840	405	45	450	5,929	6,925	12,854	552
Ripley.....	16,430	3,136	743	272	34	306	3,908	4,502	8,410	512
Rush.....	16,911	3,596	1,139	376	40	416	4,582	7,532	12,114	716
St. Joseph (South Bend).....	125,297	23,767	10,917	12,006	1,095	13,101	105,724	4,926	110,650	883
Scott.....	6,525	1,616	263	69	8	77	1,213	1,349	2,562	393
Shelby.....	22,836	4,695	1,551	718	111	829	7,951	7,396	15,347	672
Spencer.....	16,172	1,918	457	126	11	137	2,291	4,012	6,303	390
Starke.....	9,033	1,902	578	196	15	211	2,426	2,201	4,627	512
Steuben.....	11,742	3,401	926	219	29	248	3,099	3,684	6,783	576
Sullivan.....	39,730	5,470	1,612	986	53	1,039	9,568	4,696	14,264	359
Switzerland.....	8,183	1,349	322	37	3	40	1,078	2,859	3,937	481
Tippecanoe.....	53,777	8,437	2,945	973	298	1,271	12,668	7,355	20,023	372
Tipton.....	14,196	2,663	785	332	25	357	3,908	4,958	8,866	625
Union.....	5,292	1,119	338	135	13	148	1,482	2,949	4,431	837
Vanderburg (Evansville).....	106,183	14,714	5,601	5,217	842	6,059	56,880	3,389	60,269	568
Vermilion.....	24,280	3,952	1,135	976	52	1,028	9,298	2,734	12,032	496
Vigo (Terre Haute).....	11,456	14,789	5,105	5,141	624	5,765	46,897	3,894	58,791	527
Wabash.....	23,933	5,156	1,524	702	85	787	7,681	5,818	13,499	564
Warren.....	8,524	2,007	289	84	11	95	1,482	4,474	5,956	699
Warrick.....	17,290	2,576	796	286	39	325	3,639	3,828	7,467	432
Washington.....	14,629	2,612	696	121	23	144	2,291	3,594	5,885	402
Wayne.....	60,464	8,793	3,489	2,433	368	2,801	22,774	5,32	28,098	465
Wells.....	18,025	3,801	988	395	72	467	4,582	4,636	9,218	511
White.....	15,250	3,397	998	259	40	299	3,639	6,678	10,317	677
Whitley.....	13,764	3,563	1,100	338	43	381	3,908	3,986	7,894	574
TOTAL.....	3,176,000	526,957	179,754	148,120	15,642	163,762	1,424,597	421,301	1,845,898	581

## I O W A

Adair.....	13,908	3,347	556	209	14	223	\$313	\$6,357	\$6,670	\$480
Adams.....	10,262	2,517	447	113	14	127	201	4,833	5,034	491
Allamakee.....	16,860	3,578	964	335	5	340	425	5,663	6,088	361
Appanoose.....	29,784	4,414	1,075	563	49	612	727	3,842	4,569	154
Audubon.....	12,212	3,087	659	255	14	269	335	6,151	6,486	532
Benton.....	23,488	5,328	1,441	684	38	722	794	9,296	10,090	426
Black Hawk (Waterloo).....	60,100	12,260	4,318	3,327	301	3,628	3,376	7,850	11,226	187
Boone.....	31,892	5,418	1,818	1,289	95	1,384	1,342	8,305	9,647	303
Bremer.....	16,316	4,627	1,326	541	41	582	637	7,036	7,673	471
Buchanan.....	19,401	4,486	1,139	491	42	533	615	6,703	7,318	377
Buena Vista.....	18,100	4,824	1,459	598	42	640	727	8,868	9,595	530
Butler.....	17,406	4,436	1,245	320	24	344	470	7,312	7,782	447
Calhoun.....	17,346	4,222	1,285	529	30	559	626	9,261	9,887	572
Carroll.....	21,019	5,511	1,352	823	76	899	928	8,294	9,222	439
Cass.....	17,968	4,976	1,310	620	35	655	727	7,376	8,103	451
Cedar.....	17,128	4,371	1,196	481	24	505	581	7,456	8,037	469
Cerro Gordo.....	36,995	7,391	2,647	1,997	165	2,162	2,046	7,812	9,858	281
Cherokee.....	17,323	4,231	1,331	674	56	730	749	7,724	8,473	489
Chickasaw.....	15,050	3,599	857	245	8	253	347	6,069	6,416	428
Clarke.....	10,248	2,157	418	129	9	138	201	3,641	3,842	376
Clay.....	15,275	3,890	1,032	520	39	559	604	7,270	7,874	516
Clayton.....	24,416	5,751	1,817	699	19	718	827	9,725	10,552	433
Clinton.....	46,273	8,853	2,791	2,750	270	3,020	2,795	8,853	11,648	252
Crawford.....	20,107	4,891	1,215	670	31	701	749	8,525	9,274	461
Dallas.....	24,502	5,965	1,610	922	65	987	1,062	7,788	8,850	362
Davis.....	12,577	2,737	541	144	9	153	235	4,256	4,491	358
Decatur.....	16,566	3,155	492	151	9	160	280	4,271	4,551	275
Delaware.....	18,183	4,112	978	451	22	473	537	7,154	7,691	422
Des Moines.....	35,520	7,050	2,441	2,142	322	2,464	2,269	5,969	8,238	232
Dickinson.....	10,241	2,576	705	200	14	214	302	4,995	5,297	518



## I O W A—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Dubuque (Dubuque).....	58,262	10,321	3,457	5,294	376	5,670	\$50,718	\$6,913	\$57,631	\$990
Emmet.....	12,627	3,076	948	382	39	421	458	5,298	5,756	457
Fayette.....	29,251	6,521	1,908	1,161	54	1,215	1,241	8,966	10,207	350
Floyd.....	18,866	4,283	1,319	471	51	522	604	6,050	6,654	353
Franklin.....	15,807	3,927	858	325	18	343	425	7,893	8,318	526
Fremont.....	15,447	3,522	721	421	38	459	516	6,979	7,495	486
Greene.....	16,467	3,744	1,006	414	26	440	514	8,883	9,397	570
Grundy.....	14,426	3,498	929	328	24	352	414	7,254	7,668	532
Guthrie.....	17,596	3,999	924	369	15	384	481	6,523	7,004	398
Hamilton.....	19,531	4,633	1,232	605	34	639	704	9,679	10,383	532
Hancock.....	14,723	3,565	950	309	5	314	391	8,413	8,804	597
Hardin.....	23,337	6,109	1,839	765	53	818	906	8,478	9,384	403
Harrison.....	24,488	5,017	1,240	534	38	572	682	9,102	9,784	400
Henry.....	18,298	4,144	1,039	470	41	511	581	5,495	6,076	333
Howard.....	13,705	3,209	832	193	23	216	302	4,954	5,256	384
Humboldt.....	12,951	3,133	787	380	14	394	447	6,425	6,872	529
Ida.....	11,689	3,003	798	619	28	647	637	6,120	6,757	579
Iowa.....	18,600	3,917	975	401	26	427	514	6,915	7,429	400
Jackson.....	19,331	4,391	1,121	419	26	445	548	5,870	6,418	334
Jasper.....	27,855	7,397	2,051	972	88	1,060	1,118	9,606	10,724	385
Jefferson.....	16,440	3,695	883	389	53	442	503	4,782	5,285	321
Johnson.....	26,462	6,177	1,804	1,017	158	1,175	1,196	7,910	9,106	345
Jones.....	18,607	4,019	1,089	409	45	454	525	6,635	7,160	385
Keokuk.....	20,983	4,413	1,150	398	35	433	559	6,768	7,327	359
Kossuth.....	25,082	5,676	1,367	633	38	671	771	14,203	14,974	598
Lee.....	39,676	7,117	2,366	1,837	227	2,064	1,990	5,787	7,777	192
Linn (Cedar Rapids).....	74,004	16,046	5,368	5,629	608	6,237	39,679	8,268	47,947	649
Louisia.....	12,179	2,749	588	208	14	222	302	5,181	5,483	448
Lucas.....	15,686	3,187	785	469	26	495	525	4,067	4,592	293
Lyon.....	15,431	3,296	843	495	22	517	559	7,778	8,437	546
Madison.....	15,020	3,635	625	255	26	281	358	6,616	6,974	465
Mahaska.....	26,270	5,188	1,421	659	74	733	865	8,010	8,815	335
Marion.....	24,957	5,487	1,362	603	56	659	760	8,873	7,633	306
Marshall.....	32,630	6,946	2,156	1,758	156	1,914	1,811	8,827	10,638	326
Mills.....	15,422	3,252	710	358	26	384	447	6,443	6,890	446
Mitchell.....	13,921	3,490	1,088	353	34	387	458	5,461	5,919	426
Monona.....	17,125	4,076	901	381	20	401	481	8,760	9,241	538
Monroe.....	23,467	3,041	691	572	38	610	637	3,528	4,165	178
Montgomery.....	17,048	4,030	1,157	674	47	721	749	6,333	7,082	417
Muscataine.....	29,042	6,600	2,085	1,124	141	1,265	1,297	5,716	7,013	242
O'Brien.....	19,051	4,591	1,412	723	42	765	813	8,063	8,876	467
Osceola.....	10,223	2,344	604	283	15	298	347	5,580	5,927	580
Page.....	24,137	5,421	1,525	639	84	723	816	8,068	8,884	368
Palo Alto.....	15,486	3,513	945	298	16	314	414	7,790	8,204	531
Plymouth.....	23,584	5,575	1,732	901	72	973	1,020	11,606	12,626	537
Pocahontas.....	15,602	3,944	987	503	22	525	581	8,617	9,198	589
Polk (Des Moines).....	154,029	29,670	10,597	16,429	1,711	18,140	135,149	8,692	143,841	935
Pottawattamie (Council Bluffs).....	61,550	13,311	3,343	3,582	316	3,898	24,656	14,251	38,907	631
Poweshiek.....	19,910	4,284	1,198	548	45	593	648	6,915	7,563	380
Ringgold.....	12,919	2,802	419	115	4	119	212	4,392	4,604	356
Sac.....	17,500	4,536	1,233	681	49	730	771	8,208	8,979	513
Scott (Davenport).....	73,952	14,122	4,762	6,050	754	6,804	60,914	7,503	68,417	925
Shelby.....	16,065	4,068	840	445	42	487	548	8,331	8,879	535
Sioux.....	26,458	6,227	1,496	810	62	872	961	12,160	13,121	496
Story.....	26,185	6,890	2,048	915	99	1,014	1,118	9,584	10,702	410
Tama.....	21,861	5,610	1,582	697	42	739	827	8,899	9,726	444
Taylor.....	15,514	3,519	715	176	23	199	313	5,668	5,981	385
Union.....	17,268	3,766	977	627	37	664	704	3,790	4,494	262
Van Buren.....	14,060	3,099	676	186	7	193	302	4,882	5,184	370
Wapello.....	37,937	6,414	2,159	1,568	234	1,802	1,755	4,680	6,435	170
Warren.....	18,047	4,303	807	307	14	321	447	7,311	7,758	431
Washington.....	20,421	4,698	1,277	544	53	597	671	6,927	7,598	372
Wayne.....	15,378	3,170	534	185	17	202	313	4,701	5,014	327
Webster.....	37,611	7,806	2,885	2,163	200	2,363	2,225	10,841	13,066	346
Winnebago.....	13,489	3,439	823	246	21	267	347	5,718	6,065	450
Winneshiek.....	22,091	4,921	1,152	511	43	554	626	8,130	8,756	398
Woodbury (Sioux City).....	92,171	17,289	5,699	6,819	665	7,484	60,674	9,878	70,552	766
Worth.....	11,630	2,732	611	279	13	292	335	5,245	5,580	481
Wright.....	20,348	4,803	1,292	779	62	836	850	8,549	9,399	464
TOTAL.....	2,428,000	524,226	148,218	103,928	9,504	113,432	470,797	717,496	1,188,293	489

## K A N S A S

Allen.....	22,463	4,521	1,143	596	47	643	\$4,759	\$5,060	\$9,819	\$437
Anderson.....	12,408	2,828	632	239	14	253	2,109	4,543	6,652	536
Atchison.....	22,369	4,006	1,213	1,645	118	1,763	10,007	5,366	15,373	687
Barber.....	8,962	2,547	546	399	19	418	2,812	4,813	7,625	851
Barton.....	17,603	4,610	1,355	875	149	1,024	4,437	10,160	14,597	830
Bourbon.....	22,165	4,442	1,019	679	92	771	5,355	4,666	10,021	452
Brown.....	20,017	4,448	1,350	614	38	652	4,598	8,533	13,131	656
Butler.....	57,310	9,789	2,376	2,015	188	2,203	13,523	7,372	20,895	365
Chase.....	6,826	1,438	324	217	14	231	1,623	3,093	4,716	691
Chautauqua.....	11,082	2,232	427	256	9	265	2,001	2,438	4,439	401
Cherokee.....	32,113	6,748	1,759	911	141	1,052	7,518	3,833	11,351	353
Cheyenne.....	5,338	1,391	365	199	19	218	1,260	3,746	5,006	975
Clark.....	4,767	1,219	242	117	22	139	974	1,656	2,630	551
Clay.....	13,726	3,330	773	419	52	471	3,499	6,436	9,935	724
Cloud.....	16,926	3,925	953	558	83	641	4,436	7,105	11,541	682
Coffey.....	13,620	2,979	688	191	27	218	2,056	7,779	9,835	722

## K A N S A S—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Comanche.....	5,066	1,197	268	138	22	160	\$1,190	3,737	\$4,927	\$973
Cowley.....	33,591	9,388	2,805	1,797	340	2,137	13,523	6,623	20,146	600
Crawford.....	76,688	9,684	2,666	3,046	260	3,306	20,230	4,524	24,754	323
Decatur.....	7,713	1,929	420	251	14	265	1,927	5,039	6,966	903
Dickinson.....	24,630	5,940	1,759	1,362	125	1,487	9,195	9,221	18,416	748
Doniphan.....	12,840	2,766	544	273	41	314	2,380	4,618	6,998	545
Douglas.....	22,930	5,270	1,587	992	154	1,146	7,357	6,021	13,378	583
Edwards.....	6,742	1,946	458	369	52	421	1,650	2,908	4,558	677
Elk.....	8,632	2,001	356	198	20	218	1,677	2,708	4,385	508
Ellis.....	13,508	2,212	530	589	74	663	4,111	8,202	123,313	912
Ellsworth.....	9,917	2,098	561	415	52	467	3,029	5,962	8,991	907
Finney.....	2,645	1,627	463	215	33	248	785	1,346	2,131	806
Ford.....	13,638	3,666	1,132	852	89	941	2,679	8,544	11,223	823
Franklin.....	20,969	4,699	1,110	493	75	568	4,327	5,336	9,663	461
Geary.....	12,853	2,339	732	483	61	544	3,516	2,497	6,013	468
Gove.....	4,537	1,080	244	214	22	236	569	1,052	1,621	357
Graham.....	7,284	1,205	169	95	19	114	974	4,323	5,297	727
Grant.....	1,039	462	88	10	3	13	216	432	648	624
Gray.....	7,313	1,415	354	148	19	167	1,244	5,246	6,490	887
Greeley.....	983	287	47	36	.....	36	270	414	684	696
Greenwood.....	14,061	5,772	1,454	658	102	760	5,242	5,194	10,441	743
Hamilton.....	2,471	545	104	69	6	75	541	461	1,002	406
Harper.....	13,048	3,019	684	306	52	358	2,650	6,883	9,533	731
Harvey.....	19,821	4,221	1,280	1,204	64	1,268	7,627	5,894	13,521	682
Haskell.....	1,390	574	144	34	14	48	233	654	887	638
Hodgeman.....	3,568	963	153	63	5	68	595	2,281	2,876	806
Jackson.....	14,805	3,110	763	232	22	254	2,272	7,026	9,298	628
Jefferson.....	14,093	2,989	629	258	14	272	2,164	6,896	9,060	643
Jewell.....	15,518	3,408	506	237	17	254	2,326	8,821	11,147	718
Johnson.....	17,499	4,843	1,055	550	85	635	4,543	5,761	10,304	589
Kearny.....	2,500	556	102	43	6	49	433	778	1,211	484
Kingman.....	11,580	2,841	617	255	20	275	2,018	6,322	8,540	737
Kiowa.....	5,889	1,440	323	163	17	180	1,298	3,054	4,352	739
Labette.....	32,532	5,046	1,625	1,582	78	1,660	10,277	4,739	15,016	462
Lane.....	2,722	723	141	78	8	86	149	1,049	1,198	440
Leavenworth.....	51,440	4,831	1,355	1,165	202	1,367	8,871	5,450	14,321	278
Lincoln.....	9,454	2,245	444	283	28	311	2,164	5,647	7,811	826
Linn.....	13,200	2,573	498	160	9	169	1,731	4,476	6,207	470
Logan.....	3,080	764	197	122	14	136	974	1,840	2,814	914
Lyon.....	24,990	5,481	1,766	1,466	136	1,602	9,682	7,440	17,122	685
McPherson.....	20,873	4,994	1,328	780	64	844	5,626	10,057	15,683	751
Marion.....	21,903	5,369	1,109	789	60	849	5,734	8,362	14,096	644
Marshall.....	21,718	5,178	1,371	759	60	819	5,734	8,513	14,247	656
Meade.....	5,295	1,471	336	200	58	258	677	2,550	3,227	609
Miami.....	18,927	3,854	822	600	24	624	4,219	5,235	9,454	499
Mitchell.....	13,268	2,804	663	394	60	454	3,137	6,035	9,172	691
Montgomery.....	63,572	9,742	3,207	2,537	293	2,830	17,309	4,154	21,463	338
Morris.....	11,470	2,528	618	315	11	326	2,380	5,048	7,428	648
Morton.....	3,036	760	176	66	6	72	595	706	1,301	429
Nemaha.....	17,664	4,033	1,139	349	24	373	3,083	8,037	11,120	630
Neosho.....	22,932	4,248	1,165	879	80	959	6,328	4,656	10,984	479
Ness.....	7,157	1,804	370	214	41	255	785	4,384	5,169	722
Norton.....	10,914	2,554	543	302	31	333	2,489	4,927	7,426	680
Osage.....	17,773	3,633	850	267	13	280	2,650	7,111	9,761	549
Osborne.....	11,888	2,512	354	281	16	297	2,272	5,478	7,750	652
Ottawa.....	10,238	2,204	482	236	27	263	2,001	5,476	7,477	730
Pawnee.....	8,908	2,302	598	317	61	378	1,489	3,362	4,851	545
Phillips.....	11,948	2,566	466	279	16	295	2,326	5,145	7,471	625
Pottawattamie.....	15,435	3,350	808	415	25	440	3,300	5,749	9,049	586
Pratt.....	12,335	2,873	774	589	66	655	4,111	6,888	10,999	892
Rawlins.....	6,497	1,627	357	257	38	295	1,001	3,441	4,442	684
Reno.....	57,937	9,364	2,820	1,647	182	1,829	12,008	12,477	24,485	423
Republic.....	15,149	3,651	631	499	38	537	3,678	8,145	11,823	780
Rice.....	14,172	3,484	1,010	519	38	557	3,840	8,136	11,976	845
Riley.....	19,731	4,254	1,338	826	89	915	5,896	3,949	9,845	499
Rooks.....	9,522	1,864	321	212	24	236	1,893	5,400	7,293	766
Rush.....	7,988	2,081	471	303	38	341	1,326	3,118	4,444	556
Russell.....	10,269	2,659	590	498	66	564	1,570	4,927	6,497	633
Saline.....	23,986	5,714	2,261	1,906	221	2,127	12,387	6,909	19,296	804
Scott.....	2,982	693	138	55	14	69	541	1,435	1,976	663
Sedgwick (Wichita).....	110,643	22,308	7,630	8,739	998	9,737	82,013	11,446	93,459	845
Seward.....	5,943	1,434	470	229	33	262	1,731	2,830	4,561	767
Shawnee (Topeka).....	84,378	14,514	5,406	7,408	629	8,037	66,769	7,032	73,801	875
Sheridan.....	5,240	1,110	186	104	22	126	9,074	1,549	3,567	681
Sherman.....	5,343	1,379	441	404	24	428	2,542	1,698	4,240	794
Smith.....	14,318	3,098	441	278	30	308	2,326	6,346	8,672	706
Stafford.....	11,045	2,619	642	364	59	423	2,759	7,465	10,224	926
Stanton.....	9,467	300	50	17	.....	17	162	556	718	76
Stevens.....	3,768	886	192	48	3	51	378	2,070	2,448	650
Sumner.....	27,913	6,451	1,662	973	120	1,093	7,140	9,531	16,671	597
Thomas.....	5,272	1,562	439	314	50	364	1,164	2,287	3,451	655
Trego.....	5,618	1,297	227	189	39	228	352	2,938	3,290	586
Waubunsee.....	10,915	2,479	516	235	24	259	1,839	4,743	6,582	603
Wallace.....	2,317	556	123	117	2	119	703	640	1,343	580
Washington.....	17,183	4,300	919	318	36	354	2,867	8,975	11,842	689
Wichita.....	1,774	397	74	36	3	39	325	1,098	1,423	802
Wilson.....	20,215	3,611	976	575	74	649	4,327	4,106	8,433	417
Woodson.....	8,584	1,669	309	157	6	163	1,298	3,078	4,376	510
Wyandotte (Kansas City).....	130,577	20,752	6,219	9,057	519	9,576	94,216	2,131	96,347	749
TOTAL.....	1,935,000	372,560	100,336	77,681	7,861	85,542	612,081	516,391	1,128,472	415

## KENTUCKY

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Adair.....	18,117	767	95	17	.....	17	\$1,070	\$2,586	\$3,656	\$202
Allen.....	17,564	1,201	175	57	4	61	1,385	2,401	3,786	216
Anderson.....	10,460	974	184	82	8	90	1,196	1,909	3,105	297
Ballard.....	12,622	907	120	34	1	35	1,008	2,554	3,562	282
Barren.....	26,571	2,115	405	175	23	198	2,960	4,533	7,493	282
Bath.....	12,571	719	119	50	2	52	945	3,471	4,416	351
Bell.....	35,616	1,618	797	751	72	823	7,243	758	8,001	225
Boone.....	10,030	1,517	283	88	13	101	1,511	2,978	4,489	448
Bourbon.....	19,200	2,415	747	769	57	826	6,739	5,405	12,144	633
Boyd.....	31,632	4,759	2,050	1,853	251	2,104	16,249	675	16,924	535
Boyle.....	15,715	2,134	610	560	70	630	5,102	2,747	7,849	499
Bracken.....	10,699	1,479	274	94	6	100	1,511	2,983	4,494	420
Breathitt.....	21,601	86	32	107	7	114	1,637	1,611	3,248	150
Breckenridge.....	20,593	1,437	217	107	4	111	1,952	3,438	5,390	262
Bullitt.....	9,775	946	138	125	6	131	1,449	1,722	3,171	324
Butler.....	15,925	382	36	15	.....	15	812	2,165	2,977	187
Caldwell.....	14,644	981	245	255	7	262	2,393	2,090	4,483	306
Calloway.....	21,798	1,528	261	90	8	98	1,764	3,731	5,495	252
Campbell.....	68,836	7,890	3,630	5,891	542	6,433	44,590	2,233	46,823	680
Carlisle.....	8,625	563	80	27	2	29	567	1,907	2,474	287
Carroll.....	8,746	984	190	131	11	142	1,637	1,645	3,282	375
Carter.....	23,551	789	291	109	11	120	1,952	1,961	3,913	166
Casey.....	18,038	500	53	5	1	6	881	2,595	3,476	193
Christian.....	37,602	2,786	614	683	63	746	6,928	6,721	13,649	363
Clark.....	18,758	2,137	880	620	90	710	6,235	3,542	9,777	521
Clay.....	20,743	43	12	18	4	22	1,008	2,158	3,166	153
Clinton.....	9,000	160	29	4	.....	4	441	1,066	1,507	167
Crittenden.....	13,754	950	202	53	8	61	1,070	2,091	3,161	230
Cumberland.....	11,158	427	58	9	3	12	630	1,739	2,369	212
Daviess.....	42,684	4,686	1,330	929	123	1,052	9,636	6,531	16,167	379
Edmonson.....	11,416	507	91	19	4	23	693	1,448	2,141	188
Elliot.....	9,313	11	1	1	.....	1	378	1,383	1,761	189
Estill.....	16,315	977	324	534	5	539	4,408	1,524	5,932	364
Fayette (Lexington).....	64,094	8,148	3,655	3,390	745	4,135	30,671	5,375	36,046	562
Fleming.....	16,362	1,235	201	54	6	60	1,449	4,343	5,792	354
Floyd.....	28,741	570	163	294	20	314	3,653	1,982	5,635	196
Franklin.....	20,284	2,107	610	550	79	629	5,417	2,670	8,087	399
Fulton.....	15,925	1,391	351	374	28	402	3,716	2,900	6,616	415
Gallatin.....	4,887	463	98	28	4	32	566	1,127	1,693	346
Garrard.....	13,102	1,185	202	97	4	101	1,449	4,087	5,536	423
Grant.....	10,935	1,338	301	101	2	103	1,512	2,591	4,103	375
Graves.....	34,039	3,073	538	314	60	374	4,282	6,500	10,782	317
Grayson.....	20,882	746	94	65	16	81	1,512	3,008	4,520	216
Green.....	11,937	603	62	9	3	12	693	2,445	3,138	263
Greenup.....	21,023	1,703	442	546	7	553	4,661	1,557	6,218	296
Hancock.....	7,278	671	83	32	5	37	693	1,601	2,294	315
Hardin.....	25,450	2,285	380	195	13	208	2,960	4,020	6,980	274
Harlan.....	34,079	2,838	1,252	1,439	76	1,515	12,155	556	12,711	373
Harrison.....	16,555	2,401	491	266	23	289	3,149	3,980	7,129	431
Hart.....	19,432	1,067	116	23	3	26	1,196	3,663	4,859	250
Henderson.....	28,931	2,710	649	509	74	583	5,542	6,171	11,713	405
Henry.....	14,053	1,550	240	97	7	104	1,764	3,917	5,681	404
Hickman.....	10,735	592	81	21	2	23	630	2,925	3,555	331
Hopkins.....	35,768	3,882	950	759	84	843	7,684	3,507	11,191	313
Jackson.....	12,247	26	7	10	.....	10	504	1,512	2,016	165
Jefferson (Louisville).....	315,305	42,985	15,041	22,230	4,879	27,109	237,255	5,162	242,417	768
Jessamine.....	12,790	1,421	354	145	13	158	1,952	3,390	5,342	418
Johnson.....	20,562	606	279	220	21	241	2,645	2,344	3,989	194
Kenton (Covington).....	77,862	8,784	3,762	7,660	610	8,270	56,871	2,166	59,037	758
Knott.....	12,213	43	18	21	2	23	630	1,156	1,786	146
Knox.....	25,330	553	212	105	21	126	2,078	1,665	3,743	148
Larue.....	10,483	925	142	39	3	42	881	2,172	3,053	291
Laurel.....	20,763	542	158	63	5	68	1,449	2,554	4,003	193
Lawrence.....	18,488	578	157	134	19	153	1,952	1,672	3,624	196
Lee.....	12,489	323	97	82	9	91	1,260	762	2,022	162
Leslie.....	10,581	1	1	4	.....	4	504	1,017	1,521	144
Letcher.....	25,639	1,341	619	418	21	439	4,346	964	5,310	207
Lewis.....	16,578	780	209	57	4	61	1,196	2,996	4,192	253
Lincoln.....	17,270	1,280	235	87	11	98	1,764	3,010	4,774	276
Livingston.....	10,198	522	62	15	.....	15	630	1,942	2,572	252
Logan.....	24,765	1,999	294	225	15	240	2,960	5,587	8,547	345
Lyon.....	9,216	412	54	45	3	48	756	1,513	2,269	246
McCracken.....	40,237	5,697	1,587	1,712	183	1,895	15,178	2,988	18,166	451
McCreary.....	12,235	428	129	61	4	65	1,008	489	1,497	122
McLean.....	13,101	676	83	38	7	45	944	2,627	3,571	273
Madison.....	27,543	2,783	745	345	48	393	4,408	5,415	9,823	357
Magoffin.....	14,523	197	60	55	8	63	1,070	1,378	2,448	169
Marion.....	16,271	1,399	331	140	16	156	2,016	2,632	4,648	286
Marshall.....	15,944	944	111	59	.....	59	1,196	2,730	3,926	246
Martin.....	8,021	94	27	51	2	53	630	517	1,147	143
Mason.....	18,611	1,886	588	352	63	415	4,029	4,142	8,171	439
Meade.....	9,894	936	99	18	2	20	693	2,037	2,730	276
Menifee.....	6,056	114	23	1	1	2	252	614	866	143
Mercer.....	15,504	1,672	376	211	23	234	2,582	3,567	6,149	397
Metcalfe.....	10,558	446	53	1	.....	1	504	1,840	2,344	222
Monroe.....	14,895	520	60	11	1	12	693	2,034	2,727	183
Montgomery.....	12,832	1,311	323	201	38	239	2,393	2,917	5,310	414
Morgan.....	17,309	1,169	59	22	1	23	1,008	1,912	2,920	169
Muhlenburg.....	34,951	3,297	657	461	46	507	5,532	2,478	8,010	229
Nelson.....	16,910	1,775	446	175	19	194	2,393	3,802	6,195	366
Nicholas.....	10,368	1,049	161	67	8	75	1,196	2,699	3,895	376



## KENTUCKY—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Ohio.....	27,741	1,341	219	114	6	120	\$2,267	\$3,521	\$5,788	\$209
Oldham.....	8,057	1,037	195	160	18	178	1,637	2,280	3,917	486
Owen.....	13,155	1,128	155	26	.....	26	945	3,552	4,497	342
Owsley.....	8,195	53	10	5	1	6	3 8	915	1,293	158
Pendleton.....	12,280	1,796	363	85	8	93	1,575	3,660	5,235	426
Perry.....	27,289	559	303	837	29	866	6,991	1,070	8,061	295
Pike.....	53,668	1,576	656	984	42	1,026	9,132	3,024	12,156	227
Powell.....	7,068	173	50	24	1	25	504	799	1,303	184
Pulaski.....	35,639	1,661	472	403	17	420	4,535	4,070	8,605	241
Robertson.....	4,056	383	37	78	1	79	252	1,205	1,457	359
Rockcastle.....	16,144	499	113	2	.....	2	1,385	2,038	3,423	212
Rowan.....	9,920	397	101	54	5	59	944	966	1,910	193
Russell.....	12,422	363	49	2	.....	2	630	1,640	2,270	183
Scott.....	16,052	1,926	431	233	19	252	2,771	3,862	6,633	413
Shelby.....	19,420	2,303	437	252	31	283	3,086	5,829	8,915	459
Simpson.....	11,684	1,156	173	83	1	84	1,260	2,612	3,872	331
Spencer.....	8,158	700	145	24	1	25	630	2,834	3,464	425
Taylor.....	12,822	1,124	228	58	9	67	1,260	1,934	3,194	249
Todd.....	16,445	788	127	103	2	105	1,511	3,470	4,981	303
Trigg.....	14,889	649	81	32	5	37	881	3,417	4,298	289
Trimble.....	6,299	434	66	6	1	7	378	1,928	2,306	366
Union.....	18,904	2,176	386	276	14	290	3,149	4,190	7,339	388
Warren.....	32,336	4,069	1,010	792	87	879	7,999	4,807	12,806	396
Washington.....	15,481	1,141	164	70	19	89	1,385	3,327	4,712	304
Wayne.....	16,984	601	94	38	7	45	1,070	1,745	2,815	166
Webster.....	21,756	2,270	412	270	26	296	3,338	3,677	7,015	322
Whitley.....	29,078	1,550	637	674	38	712	6,109	1,668	7,777	267
Wolfe.....	9,204	170	17	31	6	37	567	977	1,544	168
Woodford.....	12,348	1,451	447	224	40	264	2,519	4,056	6,575	532
TOTAL.....	2,553,000	211,922	60,729	64,902	9,207	74,109	669,790	321,701	991,491	388

## LOUISIANA

Acadia.....	36,289	3,524	793	600	69	669	\$7,833	\$7,629	\$15,462	\$426
Allen.....	19,158	1,500	287	411	34	445	4,492	1,013	5,505	287
Ascension.....	23,090	979	271	169	10	179	3,340	1,894	5,234	227
Assumption.....	18,668	922	195	207	12	219	2,994	2,485	5,479	293
Avayelles.....	36,790	2,392	366	202	9	211	5,703	4,165	9,868	268
Beauregard.....	21,643	1,595	333	526	37	563	5,127	623	5,750	266
Bienville.....	21,862	1,829	358	197	13	210	3,744	2,152	5,896	270
Bossier.....	23,206	1,769	402	258	20	278	3,975	3,298	7,273	313
Caddo (Shreveport).....	100,076	16,566	7,400	8,152	1,352	9,504	66,307	6,966	72,273	723
Calcasieu.....	36,832	5,234	1,766	1,571	218	1,789	14,573	3,202	17,775	483
Caldwell.....	9,915	854	192	118	10	128	1,785	522	2,307	233
Cameron.....	4,119	162	6	8	1	9	518	813	1,331	323
Catahoula.....	11,541	733	134	48	1	49	1,555	1,110	2,665	231
Claiborne.....	29,062	3,080	902	952	55	1,007	8,467	2,639	11,106	382
Concordia.....	12,992	701	218	163	20	183	2,304	1,224	3,528	272
De Soto.....	30,616	2,047	527	502	29	531	6,048	2,612	8,660	283
East Baton Rouge.....	50,042	7,354	3,028	2,803	239	3,042	22,809	1,421	24,230	484
East Carroll.....	11,705	741	252	174	25	199	2,304	2,877	5,181	443
E. Feliciana.....	18,225	796	131	93	7	100	2,189	1,586	3,775	207
Evangeline.....	24,476	1,449	189	116	8	124	3,514	3,710	7,224	295
Franklin.....	25,117	1,582	265	188	23	211	4,032	3,520	7,552	301
Grant.....	15,011	1,641	324	129	11	140	2,765	1,023	3,788	252
Iberia.....	27,988	2,031	603	560	55	615	6,451	1,936	8,387	306
Iberville.....	27,937	1,630	462	402	52	454	5,529	2,382	7,911	283
Jackson.....	15,097	833	208	81	10	91	1,900	783	2,683	17
Jefferson.....	22,473	1,577	572	560	38	598	5,760	728	6,488	28
Jeff Davis.....	19,801	1,112	446	310	31	341	4,551	5,168	9,719	491
Lafayette.....	31,621	2,609	764	664	44	708	7,718	4,519	12,237	387
Lafourche.....	31,625	1,728	367	373	36	409	5,587	3,647	9,234	292
La Salle.....	10,272	1,446	426	121	21	142	2,131	264	2,395	233
Lincoln.....	17,678	2,169	479	295	40	335	4,032	1,615	5,647	319
Livingston.....	12,143	1,207	183	48	4	52	2,074	444	2,518	207
Madison.....	11,286	709	244	146	27	173	2,074	2,342	4,416	391
Morehouse.....	20,126	1,945	522	299	28	327	3,860	2,586	6,446	320
Natchitoches.....	40,231	2,162	527	324	28	352	6,048	3,713	9,761	242
Orleans (New Orleans).....	452,775	38,893	19,136	29,158	5,762	34,920	269,476	654	270,430	600
Ouchita.....	34,039	5,434	2,251	1,815	185	2,000	14,343	1,568	15,911	467
Plaquemines.....	10,624	419	113	95	12	107	1,613	454	2,067	195
P'te Coupee.....	25,739	1,106	182	182	21	203	3,686	3,035	6,721	261
Rapides.....	66,738	6,483	1,879	1,862	240	2,102	18,720	4,068	22,788	341
Red River.....	15,947	991	217	146	9	155	2,592	2,147	4,739	297
Richland.....	21,740	1,556	392	211	12	223	3,744	3,126	6,870	316
Sabine.....	21,587	1,316	311	117	15	132	2,823	1,493	4,316	200
St. Bernard.....	5,778	572	189	112	12	124	1,267	69	1,336	258
St. Charles.....	8,948	674	235	261	7	268	2,362	525	2,887	323
St. Helena.....	8,783	320	36	17	1	18	806	703	1,509	172
St. James.....	22,124	777	240	210	28	238	3,283	1,569	4,852	219
St. John the Baptist.....	12,398	694	235	176	9	185	2,189	964	3,153	254
St. Landry.....	53,879	3,610	807	510	53	563	9,274	8,159	17,433	323
St. Martin.....	22,918	917	196	103	8	111	2,765	3,851	6,616	289
St. Mary.....	32,052	1,660	585	627	59	686	6,797	2,098	8,895	278
St. Tammany.....	21,516	1,713	413	335	34	369	4,666	446	5,112	238
Tangipahua.....	32,767	3,361	689	584	65	649	8,006	1,393	9,399	287
Tensas.....	12,595	731	131	127	31	158	2,074	2,391	4,465	354
Terrebonne.....	28,112	1,606	432	266	53	319	4,666	2,041	6,707	239
Union.....	20,449	1,988	379	139	26	165	3,110	2,077	5,187	254

## LOUISIANA—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Vermilion.....	27,600	2,143	368	265	43	308	\$4,838	\$7,127	\$11,965	\$434
Vernon.....	21,358	2,201	466	450	41	491	5,127	1,075	6,202	290
Washington.....	25,184	2,980	797	442	54	496	6,278	1,774	8,052	320
Webster.....	25,750	3,196	688	536	82	618	6,682	1,586	8,268	321
W. Baton Rouge.....	11,560	557	135	306	3	209	2,074	925	2,999	259
West Carroll.....	9,231	675	149	62	1	63	1,555	1,025	2,580	279
W. Feliciana.....	12,822	311	104	84	.....	84	1,325	987	2,312	180
Winn.....	16,799	1,040	211	221	11	232	2,765	963	3,728	221
<b>TOTAL.....</b>	<b>1,950,000</b>	<b>167,332</b>	<b>56,108</b>	<b>61,186</b>	<b>9,494</b>	<b>70,680</b>	<b>632,999</b>	<b>143,904</b>	<b>776,903</b>	<b>393</b>

## MAINE

Androscoggin (Lewiston).....	75,744	6,636	4,075	4,761	697	5,458	\$49,322	\$4,101	\$53,423	\$705
Aroostook.....	79,726	8,583	4,994	1,376	109	1,485	27,583	25,931	53,514	671
Cumberland (Portland).....	141,117	15,089	9,070	9,818	2,332	12,150	108,553	4,531	113,084	801
Franklin.....	18,878	2,921	1,402	703	58	761	9,818	2,594	12,412	657
Hancock.....	29,617	3,812	1,859	826	139	965	14,819	2,052	16,871	570
Kennebec.....	62,280	7,772	4,322	4,019	361	4,380	42,168	6,247	48,415	777
Knox.....	25,602	3,243	1,684	1,213	123	1,336	15,427	2,305	17,732	693
Lincoln.....	15,585	1,913	826	333	47	380	6,825	2,664	9,489	609
Oxford.....	36,776	5,905	2,609	1,852	134	1,986	23,750	4,465	28,215	767
Penobscot.....	99,942	9,330	6,006	4,870	513	5,383	55,212	8,035	63,247	633
Piscataquis.....	20,050	2,425	1,174	957	62	1,019	11,080	2,522	13,602	678
Sagadahoc.....	22,457	1,606	1,012	734	93	827	10,846	1,314	12,160	541
Somerset.....	36,260	4,787	2,343	1,590	109	1,699	19,916	5,250	25,166	694
Waldo.....	20,805	2,649	1,170	497	70	567	8,836	4,859	13,695	658
Washington.....	40,687	3,774	1,767	982	105	1,087	16,222	2,188	18,410	452
York.....	68,964	9,659	4,956	4,185	353	4,538	47,125	4,642	51,767	751
<b>TOTAL.....</b>	<b>795,000</b>	<b>90,104</b>	<b>49,359</b>	<b>38,715</b>	<b>5,306</b>	<b>44,021</b>	<b>467,502</b>	<b>83,700</b>	<b>551,202</b>	<b>693</b>

## MARYLAND

Allegany.....	86,867	8,373	5,652	6,470	437	6,907	\$47,881	\$897	\$48,778	\$662
Anne Arundel.....	47,059	5,820	2,955	2,468	358	2,826	22,394	3,015	25,409	540
Baltimore (Baltimore).....	932,196	83,963	50,171	80,390	15,285	95,674	776,230	6,731	782,961	840
Calvert.....	10,563	1,383	339	72	32	104	2,026	2,010	4,036	384
Caroline.....	20,221	3,413	942	354	58	412	5,653	3,397	9,050	448
Carroll.....	37,125	7,907	3,806	1,165	97	1,262	14,076	8,707	22,783	614
Cecil.....	25,598	4,583	1,902	1,169	69	1,238	11,198	4,140	15,338	599
Charles.....	19,194	2,285	484	227	68	295	4,159	3,468	7,627	397
Dorchester.....	30,241	3,463	1,120	522	61	583	7,464	2,508	9,972	330
Frederick.....	56,960	7,629	3,656	1,907	220	2,127	20,155	11,521	31,676	556
Garrett.....	21,333	2,399	961	286	80	366	4,799	2,339	7,138	335
Harford.....	31,754	5,588	2,441	1,257	197	1,454	13,011	5,991	19,002	598
Howard.....	17,157	2,292	1,116	488	99	587	5,653	3,188	8,841	515
Kent.....	16,290	2,530	764	275	74	349	4,905	3,539	8,444	518
Montgomery.....	37,858	7,512	3,443	4,153	452	4,605	30,605	6,813	37,418	988
Prince Georges.....	46,992	7,031	2,671	3,864	225	4,089	28,900	4,259	33,159	706
Queen Anne.....	17,347	2,045	456	206	64	270	3,945	4,161	8,106	467
St. Mary's.....	17,467	1,709	501	61	66	127	2,879	3,318	6,197	355
Somerset.....	26,671	2,700	777	267	82	349	5,972	2,301	8,273	310
Talbot.....	19,400	3,296	1,170	471	109	580	6,719	3,137	9,856	508
Washington.....	64,714	9,002	5,135	3,543	379	3,922	31,886	6,083	37,969	587
Wicomico.....	30,534	4,310	1,573	740	133	873	9,597	3,106	12,703	416
Worcester.....	24,185	3,050	898	410	66	476	6,292	3,672	9,964	412
<b>TOTAL.....</b>	<b>1,616,000</b>	<b>182,283</b>	<b>92,933</b>	<b>110,763</b>	<b>18,711</b>	<b>129,474</b>	<b>1,066,399</b>	<b>98,301</b>	<b>1,164,700</b>	<b>721</b>

## MASSACHUSETTS

Barnstable.....	29,684	6,478	2,838	915	240	1,155	\$25,275	\$137	\$25,412	\$856
Berkshire (Pittsfield).....	125,806	10,964	8,511	7,195	1,022	8,217	103,243	1,093	104,336	829
Bristol (New Bedford, Taunton, Fall River).....	399,573	30,276	17,993	23,517	2,392	25,910	320,014	1,178	321,192	804
Dukes.....	4,866	871	424	138	41	179	3,856	26	3,882	798
Essex (Haverhill, Lawrence, Lynn, Salem).....	536,640	44,438	28,569	41,367	4,630	45,997	512,365	828	513,193	956
Franklin.....	54,939	6,700	3,564	3,599	242	3,841	44,553	1,107	45,660	831
Hampden.....	334,239	31,489	21,002	30,440	2,304	32,744	330,724	902	331,626	992
Hampshire (Chicopee, Holyoke, Springfield).....	77,464	7,951	4,422	2,503	531	3,034	49,266	1,435	50,701	655
Middlesex (Cambridge, Everett, Lowell, Newton, Somerville, Malden, Medford, Waltham).....	866,306	88,825	55,021	71,157	12,763	83,920	899,637	1,656	901,293	1,040
Nantucket.....	3,113	408	222	172	46	218	2,999	18	3,017	969
Norfolk (Brookline, Quincy).....	243,837	36,230	22,232	23,024	7,246	30,270	311,017	500	311,517	1,278
Plymouth (Brockton).....	174,705	22,779	11,217	14,876	1,491	16,367	176,928	696	177,624	1,017
Suffolk (Boston, Chelsea, Revere).....	929,936	62,820	38,358	90,336	11,456	101,792	1,028,156	1	1,028,157	1,106
Worcester (Fitchburg, Worcester).....	506,565	45,738	26,813	39,687	3,809	43,496	475,951	2,423	478,374	944
<b>TOTAL.....</b>	<b>4,290,000</b>	<b>395,967</b>	<b>241,186</b>	<b>348,927</b>	<b>48,213</b>	<b>397,140</b>	<b>4,283,984</b>	<b>12,000</b>	<b>4,295,984</b>	<b>1,001</b>

## M I C H I G A N

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Alcona.....	8,018	831	272	72	1	73	\$ 1,092	\$ 1,017	\$ 2,109	\$ 263
Alger.....	13,540	1,259	471	330	17	347	3,278	531	3,809	282
Allegan.....	50,916	7,290	2,267	974	68	1,042	11,200	10,595	21,795	429
Alpena.....	24,236	2,673	1,109	808	66	874	7,102	1,463	8,565	353
Antrim.....	15,656	1,464	504	220	3	223	2,732	1,613	4,345	360
Arenac.....	12,831	1,332	375	116	2	118	1,639	1,769	3,408	266
Baraga.....	10,392	1,264	489	332	15	347	3,005	696	3,701	357
Barry.....	29,002	4,260	1,430	556	40	596	6,556	5,464	12,020	414
Bay (Bay City).....	67,538	8,497	4,556	3,212	362	3,574	30,867	5,413	36,280	538
Benzie.....	9,422	1,189	405	218	5	223	2,459	728	3,187	339
Berrien.....	75,497	13,130	6,069	5,304	330	5,634	40,701	5,737	46,438	613
Branch.....	32,547	5,270	1,836	569	48	617	7,102	6,424	13,526	918
Calhoun (Battle Creek).....	90,165	16,452	7,201	5,131	677	5,808	80,530	6,704	87,234	967
Cass.....	27,662	3,895	1,287	746	48	794	7,376	4,428	11,804	427
Charlevoix.....	21,413	2,206	856	292	31	323	4,097	1,441	5,538	258
Cheyboygan.....	18,976	1,509	664	406	16	422	4,097	1,048	5,145	573
Chippewa.....	33,661	2,786	1,398	1,002	71	1,073	8,742	3,074	11,816	351
Clare.....	11,189	1,239	381	128	1	129	1,912	1,216	3,128	357
Clinton.....	31,344	5,114	1,602	453	32	485	5,737	8,693	14,430	461
Crawford.....	54,921	595	250	145	14	159	1,366	123	1,489	272
Delta.....	41,922	4,283	1,967	1,968	92	2,060	15,023	1,774	16,797	401
Dickinson.....	26,388	4,889	1,870	2,039	120	2,159	15,297	639	15,936	604
Eaton.....	39,844	6,752	2,720	1,192	74	1,266	11,746	8,160	19,906	501
Emmett.....	21,211	2,614	946	611	59	670	5,737	1,233	6,970	329
Genesee (Flint).....	191,135	29,043	15,545	9,111	920	10,031	144,768	9,055	153,823	805
Gladwin.....	11,972	1,183	356	108	5	113	1,639	1,631	3,270	273
Gagebic.....	45,063	3,266	1,897	3,012	91	3,103	21,034	678	21,712	481
Gr. Traverse.....	26,472	3,425	1,378	753	41	794	7,102	2,100	9,202	347
Gratiot.....	45,998	6,158	2,455	670	27	697	9,014	6,926	15,940	346
Hillsdale.....	38,195	6,146	1,891	570	41	611	7,648	8,724	16,372	429
Houghton.....	86,676	4,548	2,832	2,757	172	2,929	23,219	2,009	25,228	291
Huron.....	44,468	6,199	1,832	579	44	623	8,195	9,105	17,300	388
Ingham (Lansing).....	108,238	23,059	10,553	6,407	782	7,189	90,003	6,184	96,187	890
Ionia.....	44,876	6,999	2,639	1,568	83	1,651	13,931	8,095	22,026	500
Iasca.....	11,120	1,223	512	250	9	259	2,732	917	3,649	307
Iron.....	29,984	2,611	1,384	1,359	31	1,390	10,653	801	11,454	283
Isabella.....	30,666	3,361	1,158	409	29	438	5,189	5,617	10,806	352
Jackson (Jackson).....	95,519	15,698	7,159	5,716	561	6,277	80,535	6,642	87,177	915
Kalamazoo (Kalamazoo).....	82,842	15,248	7,454	9,093	910	10,003	73,754	4,666	78,420	947
Kalkaska.....	7,564	598	189	22	3	25	820	713	1,533	203
Kent, (Grand Rapids).....	208,368	40,210	19,697	23,289	3,274	26,563	200,949	9,960	210,909	1010
Keweenaw.....	8,575	439	299	68	6	74	1,092	85	1,177	140
Lake.....	6,018	582	115	22	3	25	820	613	1,433	248
Lapeer.....	34,968	5,021	1,607	539	36	575	6,556	9,607	16,163	463
Leelanau.....	12,289	1,284	374	44	6	50	1,366	1,716	3,082	400
Lenawee.....	64,786	11,238	4,137	1,700	158	1,858	18,029	15,481	33,510	517
Livingston.....	23,765	4,133	1,293	450	35	485	5,464	6,195	11,659	491
Luce.....	8,340	797	359	148	13	161	1,639	239	1,878	236
Mackinac.....	10,886	853	463	213	10	223	2,459	624	3,083	283
Macomb.....	51,679	12,409	4,868	2,857	236	3,093	24,858	9,503	34,361	665
Monistee.....	28,345	2,471	1,131	510	56	566	6,009	1,294	7,303	258
Marquette.....	55,172	4,909	2,621	3,855	191	4,046	26,770	1,153	27,923	506
Mason.....	26,897	2,963	1,290	608	38	646	6,283	2,721	9,004	335
Mecosta.....	24,095	2,996	1,097	365	32	397	4,370	2,942	7,312	304
Menominee.....	32,250	3,290	1,268	838	81	919	7,648	2,804	10,452	325
Midland.....	23,379	2,940	974	607	35	642	5,464	2,535	7,999	342
Missaukee.....	12,212	1,014	286	48	8	56	1,366	1,862	3,228	265
Monroe.....	50,239	8,087	3,369	1,928	125	2,053	16,663	11,530	28,193	560
Montcalm.....	41,287	6,271	2,288	549	47	596	7,922	6,820	14,742	357
Montmorency.....	5,546	536	146	73	2	75	820	517	1,337	242
Muskegon (Muskegon).....	79,462	11,676	5,630	6,539	485	7,024	75,266	2,431	77,697	979
Newaygo.....	23,578	2,576	780	252	21	273	4,644	3,253	7,897	335
Oakland (Pontiac).....	102,171	32,601	15,121	8,008	1,251	9,259	87,031	10,269	97,300	951
Oceana.....	21,160	2,650	755	263	10	273	3,551	3,200	6,751	318
Ogemaw.....	10,560	1,107	324	136	6	142	1,639	1,366	3,005	285
Ontonagon.....	16,856	1,438	623	229	19	248	3,005	1,171	4,176	247
Osceola.....	20,644	2,476	909	220	16	236	3,278	2,678	5,956	289
Oscoda.....	2,418	277	63	48	1	49	547	286	833	344
Otsego.....	8,196	952	373	143	6	149	1,766	565	1,931	236
Ottawa.....	64,641	9,745	4,095	2,547	208	2,755	22,671	9,118	31,789	492
Presque Isle.....	16,453	1,823	689	347	22	369	3,551	1,235	4,786	291
Roscommon.....	2,756	479	134	48	7	55	547	136	683	248
Saginaw (Saginaw).....	110,469	18,229	8,464	5,745	699	6,444	74,359	10,851	85,210	785
St. Clair.....	78,678	11,204	4,675	3,743	228	3,971	30,867	8,902	39,769	506
St. Joseph.....	36,373	6,776	2,354	2,014	221	2,135	16,389	4,101	20,490	564
Sanilac.....	42,367	5,764	1,428	416	19	435	6,829	9,787	16,616	393
Schoolcraft.....	13,532	1,182	546	359	26	385	3,278	536	3,814	282
Shiawassee.....	48,724	7,840	2,857	1,602	86	1,688	14,751	7,360	22,111	455
Tuscola.....	45,192	6,848	2,108	547	41	588	8,194	9,895	18,089	402
Van Buren.....	41,659	6,741	2,238	1,292	73	1,365	12,565	4,765	17,330	417
Washtenaw.....	59,676	14,421	6,396	4,103	416	4,519	33,599	10,869	44,468	725
Wayne (Detroit, Hamtramck, Highland Park).....	1,535,100	257,465	125,850	165,825	20,866	186,691	1,641,855	6,151	1,648,006	1,072
Wexford.....	24,694	2,909	1,234	859	84	943	7,648	1,429	9,077	369
<b>TOTAL.....</b>	<b>4,591,893</b>	<b>749,125</b>	<b>335,487</b>	<b>313,202</b>	<b>35,046</b>	<b>348,248</b>	<b>3,183,606</b>	<b>352,401</b>	<b>3,536,007</b>	<b>725</b>



## MINNESOTA

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Aitkin.....	16,478	2,351	721	66	5	71	\$ 1,624	\$ 2,340	\$ 3,964	\$ 241
Anoka.....	17,117	1,990	543	165	11	176	1,895	2,846	4,741	277
Becker.....	25,031	3,184	862	220	13	233	2,888	4,884	7,772	310
Beltrami.....	29,662	2,861	937	347	30	377	3,761	1,729	5,490	185
Benton.....	15,416	2,379	657	67	6	73	1,354	2,972	4,326	281
Big Stone.....	10,698	2,321	700	128	17	145	1,805	5,965	7,770	726
Blue Earth.....	37,593	6,965	3,107	1,229	92	1,321	10,018	10,264	20,282	540
Brown.....	24,560	4,807	1,852	471	44	515	4,783	7,591	12,374	504
Carlton.....	21,241	2,727	1,077	517	42	559	4,422	2,089	6,511	307
Carver.....	18,563	3,552	1,144	192	13	205	2,527	6,343	8,870	478
Cass.....	17,414	1,916	488	122	3	125	1,715	1,894	3,609	207
Chippewa.....	17,220	3,156	1,186	277	13	290	2,888	7,336	10,224	594
Chisago.....	15,823	3,323	845	128	9	137	1,895	4,193	6,088	385
Clay.....	23,858	3,749	1,383	698	24	722	5,596	8,601	14,197	595
Clearwater.....	9,386	1,186	264	38	...	38	813	1,574	2,387	254
Cook.....	2,017	291	127	4	1	5	271	91	362	179
Cottonwood.....	15,960	2,859	946	99	14	113	1,805	6,805	8,610	539
Crow Wing.....	26,910	4,137	1,491	891	42	933	7,040	1,747	8,787	327
Dakota.....	31,730	4,526	1,675	921	38	959	7,401	5,649	13,050	411
Dodge.....	13,749	2,592	692	102	9	111	1,624	5,248	6,872	500
Douglas.....	20,855	4,063	1,218	225	24	249	3,068	5,996	9,064	435
Faribault.....	23,001	5,238	1,747	610	15	625	5,325	8,676	14,001	609
Fillmore.....	27,746	5,492	2,051	280	16	296	3,881	7,521	11,402	411
Freeborn.....	27,048	5,536	2,034	892	52	944	7,310	9,036	16,346	604
Goodhue.....	33,737	5,004	2,186	888	60	948	7,852	9,233	17,085	506
Grant.....	10,722	2,268	678	84	6	90	1,354	5,011	6,365	594
Hennepin (Minneapolis).....	497,630	79,316	36,637	47,510	5,964	53,474	402,740	6,441	409,181	822
Houston.....	15,350	2,906	969	135	10	145	1,895	3,718	5,613	366
Hubbard.....	11,103	1,527	400	35	3	38	993	1,402	2,395	216
Isanti.....	14,545	2,183	723	49	4	53	1,264	3,862	5,126	352
Itasca.....	26,154	3,257	1,161	902	28	930	6,859	1,247	8,106	310
Jackson.....	17,477	2,632	940	170	15	185	2,166	6,651	8,817	504
Kanabec.....	9,953	1,259	401	26	1	27	813	2,495	3,308	332
Kandiyohi.....	24,165	4,359	1,318	564	20	584	4,964	7,659	12,623	522
Kittson.....	11,653	1,319	433	45	3	48	1,173	4,671	5,844	502
Koochiching.....	14,810	1,615	708	405	10	415	3,340	739	4,079	275
Lac Qui Parle.....	17,038	2,608	827	78	14	92	1,805	9,364	11,169	656
Lake.....	9,038	901	494	707	15	722	4,332	247	4,579	507
Le Seuer.....	19,575	4,010	1,712	221	18	239	3,068	6,110	9,178	469
Lincoln.....	12,343	2,025	692	57	6	63	1,264	5,581	6,845	455
Lyon.....	20,634	4,236	1,519	367	34	401	3,971	8,515	12,486	605
McLeod.....	22,394	4,944	1,625	190	20	210	2,798	7,455	10,253	458
Mahnomen.....	6,788	779	173	18	1	19	542	1,433	1,975	291
Marshall.....	21,298	2,958	805	97	10	107	1,985	7,863	9,848	462
Martin.....	23,097	4,867	1,617	389	27	416	3,971	8,603	12,574	544
Meeker.....	19,830	3,896	887	169	11	180	2,527	7,173	9,700	492
Mille Lacs.....	15,533	3,226	793	96	6	102	1,895	2,948	4,843	312
Morrison.....	17,352	3,999	1,276	384	16	400	4,062	5,649	9,711	560
Mower.....	31,043	5,495	1,788	1,004	43	1,047	7,943	7,054	14,997	483
Murray.....	14,931	2,180	651	46	9	55	1,354	6,946	8,300	556
Nicollet.....	16,470	2,172	710	147	17	164	1,805	5,560	7,365	447
Noble.....	19,626	3,539	1,127	296	14	310	3,252	7,178	10,430	531
Norman.....	16,300	2,467	746	85	5	90	1,624	6,424	8,048	494
Olmsted.....	33,457	5,247	2,190	1,715	148	1,863	12,275	6,420	18,695	559
Otter Tail.....	60,692	7,528	2,322	637	52	689	7,130	15,245	22,375	369
Pennington.....	13,244	1,658	494	200	6	206	1,985	2,254	4,239	320
Pine.....	23,132	2,357	816	96	12	108	2,166	4,460	6,626	286
Pipestone.....	13,200	2,891	932	460	14	474	3,791	4,107	7,898	598
Polk.....	40,628	6,179	1,909	922	26	948	7,852	13,355	21,207	522
Pope.....	14,931	3,611	701	104	9	113	1,715	5,983	7,698	516
Ramsey (St. Paul).....	308,071	38,544	18,374	28,646	3,367	32,013	250,205	1,256	251,461	816
Rea Lake.....	7,956	1,154	330	28	...	28	722	1,980	2,702	340
Redwood.....	22,903	4,998	1,563	151	26	177	2,798	11,038	13,836	604
Renville.....	25,889	5,314	1,559	175	30	205	3,068	12,117	15,185	587
Rice.....	31,007	5,104	2,099	919	62	981	7,852	6,688	14,540	469
Rock.....	12,011	2,088	721	266	13	279	2,437	4,629	7,066	588
Roseau.....	14,574	1,705	444	29	5	34	1,173	2,814	3,987	274
St. Louis (Duluth).....	243,686	24,647	12,685	17,840	1,575	19,415	144,711	4,569	149,280	613
Scott.....	15,604	2,723	796	189	11	200	2,166	4,002	6,168	395
Sherburne.....	10,572	1,522	411	26	11	37	903	2,624	3,527	334
Sibley.....	17,127	3,136	1,090	80	9	89	1,805	7,270	9,075	530
Stearns.....	61,794	10,196	3,303	1,488	97	1,585	13,177	12,161	25,338	410
Steele.....	19,784	4,044	1,587	468	29	497	4,332	6,331	10,663	539
Stevens.....	10,711	2,158	684	61	15	76	1,354	6,243	7,597	709
Swift.....	16,533	3,080	865	249	10	259	2,798	7,134	9,932	601
Todd.....	28,545	4,134	1,347	335	13	348	3,700	7,007	10,707	375
Taverse.....	8,701	1,378	372	41	10	51	903	5,964	6,867	789
Wabasha.....	19,628	3,844	1,322	378	34	412	3,791	5,262	9,053	461
Wadena.....	11,720	2,574	595	108	16	124	1,624	1,862	3,486	297
Waseca.....	15,481	2,933	1,251	388	26	414	3,340	5,222	8,562	553
Washington.....	26,028	4,205	1,477	570	65	635	5,145	4,047	9,192	353
Watonswan.....	13,645	2,974	997	372	16	388	3,159	4,498	7,657	561
Wilkin.....	11,159	2,141	618	512	16	528	3,611	5,993	9,604	861
Winona.....	40,192	5,578	2,520	1,649	174	1,823	12,636	5,570	18,206	453
Wright.....	31,422	6,184	1,516	401	24	425	4,512	8,021	12,533	399
Yellow Med.....	18,129	3,773	1,105	159	26	185	2,347	9,732	12,079	666
TOTAL.....	2,722,000	422,750	160,738	123,515	12,870	136,385	1,069,503	484,480	1,553,983	5/1

## MISSISSIPPI

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Adams.....	21,907	2,237	681	731	53	784	5,049	1,001	6,050	276
Alcorn.....	21,095	2,278	465	309	37	346	2,754	2,983	5,737	272
Amite.....	18,724	1,738	144	113	3	116	1,158	2,200	3,358	179
Attala.....	24,523	2,722	323	136	12	148	1,574	2,669	4,243	175
Benton.....	9,729	523	47	12	1	13	306	1,251	1,557	160
Bolivar.....	64,698	3,949	363	853	49	902	6,733	14,690	21,423	331
Calhoun.....	16,614	1,872	191	25	1	26	634	2,236	2,870	173
Carroll.....	20,072	1,298	105	48	6	54	765	2,773	3,538	176
Chickasaw.....	21,936	1,842	268	183	12	195	1,792	3,293	5,085	232
Choctaw.....	12,336	957	105	35	4	39	569	1,437	2,006	163
Claiborne.....	12,858	871	168	54	2	56	634	1,405	2,039	159
Clarke.....	17,705	1,850	289	163	12	175	1,574	1,671	3,245	183
Clay.....	17,273	1,199	194	155	19	174	1,486	2,324	3,810	221
Coahoma.....	40,996	4,463	890	963	49	1,012	7,214	10,028	17,242	421
Copiah.....	28,316	3,454	496	246	13	259	2,361	1,425	3,786	134
Covington.....	14,685	1,452	177	71	5	76	896	2,172	3,068	209
De Sota.....	24,057	1,712	138	99	23	122	1,290	4,750	6,040	251
Forrest.....	20,975	4,501	1,071	868	162	1,030	7,061	775	7,836	374
Franklin.....	13,980	1,412	148	76	2	78	809	836	1,645	118
George.....	5,495	829	61	24	3	27	328	758	1,086	198
Greene.....	10,300	1,093	69	79	6	85	809	379	1,188	115
Grenada.....	13,438	1,540	342	267	13	280	2,055	1,488	3,543	264
Hancock.....	10,251	2,420	274	170	15	185	1,377	145	1,522	148
Harrison.....	32,448	7,539	1,939	1,119	93	1,212	8,525	476	9,001	277
Hinds.....	57,136	9,682	3,017	2,448	533	2,981	19,892	4,290	24,182	423
Holmes.....	34,085	2,925	454	510	40	550	4,263	6,724	10,987	322
Humphreys.....	18,954	1,774	259	202	14	216	1,858	4,105	5,963	315
Issaquena.....	7,524	362	61	40	4	44	437	1,376	1,813	241
Itawamba.....	15,452	1,726	124	5	.....	5	437	1,877	2,314	150
Jackson.....	18,970	2,114	411	296	18	314	2,449	283	2,732	144
Jasper.....	18,278	1,355	138	51	2	53	765	2,240	3,005	164
Jeff Davis.....	15,758	1,352	121	24	3	27	984	1,430	2,414	153
Jefferson.....	12,597	864	105	101	3	104	394	2,376	2,770	220
Jones.....	32,507	4,142	1,001	873	156	1,029	7,279	2,946	10,225	315
Kemper.....	19,376	1,639	167	81	8	89	984	2,823	3,807	196
Lafayette.....	19,005	1,495	282	95	.....	95	1,006	2,245	3,25	171
Lamar.....	12,736	1,409	213	179	12	191	1,508	835	2,343	184
Lauderdale.....	49,920	6,427	1,878	1,653	356	2,009	13,378	2,457	15,835	317
Lawrence.....	12,506	1,344	204	50	3	53	721	1,364	2,085	167
Leake.....	16,762	2,055	241	19	4	23	721	2,149	2,870	171
Lee.....	29,251	3,282	551	361	18	379	3,388	4,521	7,909	270
Le Flare.....	41,275	4,509	1,075	923	207	1,130	8,044	9,520	17,564	426
Lincoln.....	24,346	2,615	458	334	20	354	2,645	2,343	4,988	205
Lowndes.....	27,290	2,904	641	590	48	638	4,328	3,161	7,489	274
Madison.....	28,929	2,321	444	399	16	415	3,191	3,889	7,080	245
Marion.....	16,931	1,598	205	231	12	243	1,858	1,920	3,778	223
Marshall.....	25,781	1,401	166	160	9	169	1,617	3,310	4,927	191
Monroe.....	32,209	3,363	469	358	28	386	3,170	4,618	7,788	242
Montgomery.....	13,633	1,442	235	146	13	159	1,377	1,987	3,364	247
Neshoba.....	19,064	2,273	263	77	15	92	1,093	2,769	3,862	203
Newton.....	20,469	2,256	381	126	14	140	1,508	2,644	4,152	203
Noxubee.....	23,416	1,622	212	192	18	210	1,814	3,947	5,761	246
Oktibbeha.....	16,663	1,914	333	138	9	147	1,377	2,250	3,627	218
Panola.....	27,500	2,163	259	277	17	294	2,449	3,700	6,149	224
Pearl River.....	15,276	1,646	251	246	24	270	2,120	576	2,696	176
Perry.....	8,875	950	107	63	9	72	656	671	1,327	150
Pike.....	28,368	3,714	765	1,340	42	1,382	8,831	2,086	10,917	385
Pontotoc.....	19,714	1,568	186	57	1	58	853	2,896	3,749	190
Prentiss.....	17,388	1,479	171	95	7	102	1,027	3,185	4,212	242
Quitman.....	19,615	1,650	170	121	17	138	1,399	4,541	5,940	303
Rankin.....	20,020	1,783	207	73	1	74	962	1,135	2,097	105
Scott.....	16,216	2,239	335	123	11	134	1,355	1,433	2,788	172
Sharkey.....	14,014	1,073	191	130	23	153	1,290	3,552	4,842	346
Simpson.....	17,884	2,301	272	84	8	92	1,136	1,839	2,975	166
Smith.....	15,978	1,605	167	28	1	29	634	2,449	3,083	193
Stone.....	6,447	918	150	60	.....	60	612	281	893	139
Sunflower.....	45,799	4,814	782	428	36	464	4,197	13,480	17,677	386
Tallahatchie.....	35,507	2,787	421	383	27	410	3,366	7,294	10,660	300
Tate.....	19,393	1,207	105	88	2	90	1,027	2,795	3,822	197
Tippah.....	15,227	1,719	194	58	6	64	853	2,600	3,453	227
Tishomingo.....	14,904	1,313	170	42	2	44	765	1,670	2,435	163
Tunica.....	20,133	1,455	170	185	18	203	1,683	5,664	7,347	365
Union.....	19,795	2,029	269	132	18	150	1,443	3,103	4,546	230
Walthall.....	13,288	1,252	148	56	5	61	678	2,401	3,079	232
Warren.....	32,948	3,285	1,149	1,523	301	1,824	11,783	1,522	13,305	404
Washington.....	55,118	4,057	1,066	1,128	200	1,328	9,356	10,202	19,558	355
Wayne.....	15,275	1,284	166	73	4	77	831	1,250	2,081	136
Webster.....	12,488	1,080	125	40	4	45	634	1,516	2,150	172
Wilkinson.....	15,129	948	122	71	6	77	787	1,148	1,935	128
Winston.....	17,914	1,687	252	95	12	107	1,093	1,783	2,876	161
Yalobusha.....	18,505	1,540	263	368	10	378	2,645	1,567	4,212	228
Yazoo.....	36,688	3,037	561	440	57	497	3,891	5,799	9,690	264
TOTAL.....	1,791,000	182,508	32,251	25,268	3,059	28,327	218,595	241,702	460,297	257

## MISSOURI

Adair.....	20,154	2,809	735	534	49	583	4,701	4,520	9,221	458
Andrew.....	13,253	2,327	405	175	4	179	2,137	6,199	8,336	629
Atchison.....	12,248	2,588	453	329	28	357	2,993	8,025	11,017	899
Audrain.....	19,387	3,088	767	716	46	762	5,414	8,168	13,582	701

## MISSOURI—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Barry.....	22,102	2,719	536	400	8	408	\$ 3,704	\$ 4,282	\$ 7,986	\$ 361
Barton.....	15,893	2,412	354	189	9	198	2,422	5,775	8,197	516
Bates.....	22,535	3,605	471	308	11	319	3,562	7,793	11,355	504
Benton.....	12,230	1,601	257	56	1	57	1,283	3,929	5,212	426
Bollinger.....	13,097	1,021	134	36	4	40	997	3,059	4,056	310
Boone.....	27,939	4,438	1,412	871	80	951	7,266	6,070	13,336	477
Buchanan (St. Joseph).....	94,349	12,690	4,298	7,222	648	7,870	68,936	6,911	75,847	804
Butler.....	22,698	2,384	554	474	35	509	3,990	4,004	7,994	352
Caldwell.....	13,040	2,336	330	137	3	140	1,995	4,769	6,764	519
Callaway.....	21,663	2,508	599	276	21	297	3,134	5,319	8,453	390
Camden.....	9,862	656	82	5	4	9	712	1,816	2,528	256
Cape Girardeau.....	28,096	5,005	1,046	1,110	74	1,184	8,263	6,203	14,466	515
Carroll.....	19,284	3,274	627	364	25	389	3,704	8,649	12,353	641
Carter.....	7,045	366	65	11	2	13	570	679	1,249	155
Cass.....	20,278	3,770	665	339	25	364	3,847	9,036	12,883	635
Cedar.....	13,119	1,408	130	44	1	45	1,283	3,353	4,636	353
Chariton.....	20,498	3,032	423	318	14	332	3,419	9,712	13,131	641
Christian.....	14,361	1,724	240	34	4	38	1,283	4,678	5,961	415
Clark.....	11,181	1,853	318	130	1	131	1,852	5,346	7,198	644
Clay.....	19,260	4,412	940	762	55	817	6,269	5,068	11,337	589
Clinton.....	13,616	2,437	489	356	33	389	3,277	5,780	9,057	665
Cole.....	23,239	4,214	1,368	1,072	70	1,142	7,694	3,249	10,943	471
Cooper.....	18,180	2,466	675	439	33	472	3,847	5,845	9,692	533
Crawford.....	11,633	1,203	203	48	3	51	1,139	2,341	3,480	299
Dade.....	13,345	1,606	171	35	3	38	1,283	4,249	5,532	415
Dallas.....	11,330	1,180	114	12	1	13	2,855	2,865	5,720	328
Daviess.....	15,669	2,345	293	148	5	153	1,995	5,062	7,057	450
Dekalb.....	11,011	1,896	339	101	1	102	1,567	4,352	5,919	538
Dent.....	11,599	1,160	156	168	3	71	1,139	1,881	3,020	260
Douglas.....	14,535	896	96	12	13	13	997	5,148	4,145	285
Dunklin.....	30,859	2,720	476	355	38	393	4,559	12,839	17,398	564
Franklin.....	26,767	4,802	1,022	571	23	594	5,556	7,027	12,583	470
Gasconade.....	11,658	2,051	475	166	9	175	1,995	2,905	4,900	420
Gentry.....	14,721	2,560	381	332	5	337	2,992	4,279	7,271	494
Greene (Springfield).....	89,616	12,687	3,777	2,911	262	3,173	37,430	8,398	45,828	511
Grundy.....	16,529	2,544	478	589	7	596	4,274	3,764	8,038	486
Harrison.....	18,567	3,368	386	108	7	115	2,279	7,293	9,572	516
Henry.....	23,649	3,950	625	492	38	530	4,987	6,686	11,673	494
Hickory.....	6,622	754	60	6	.....	6	570	2,214	2,784	420
Holt.....	13,261	2,365	484	271	23	294	2,707	7,323	10,030	756
Howard.....	13,180	2,086	362	306	7	313	2,707	4,692	7,399	561
Howell.....	19,870	2,277	293	159	20	179	2,422	3,496	5,918	298
Iron.....	8,906	1,013	181	100	10	110	1,283	930	2,213	248
Jackson (Kansas City).....	443,328	64,960	24,687	37,385	5,091	42,476	356,036	7,606	363,642	821
Jasper.....	85,593	12,392	3,622	3,493	336	3,829	25,502	6,055	31,557	369
Jefferson.....	25,004	3,281	890	1,114	32	1,146	7,551	3,990	11,541	462
Johnson.....	23,445	4,167	638	274	26	300	3,704	8,365	12,069	515
Knox.....	10,153	1,910	282	102	5	107	1,567	5,506	7,073	697
Laclede.....	15,783	1,836	238	107	8	115	1,852	3,839	5,691	359
Lafayette.....	28,254	4,471	1,071	770	28	798	6,412	8,865	15,277	541
Lawrence.....	22,797	3,513	594	334	11	345	3,704	5,848	9,552	419
Lewis.....	12,679	2,191	379	154	7	161	2,137	6,059	8,196	646
Lincoln.....	15,024	2,298	458	195	11	206	2,422	5,023	7,445	496
Linn.....	23,331	3,916	842	926	11	937	6,696	5,591	12,287	527
Livingston.....	17,756	2,676	562	356	27	383	3,562	4,646	8,208	462
McDonald.....	13,832	1,409	205	53	4	57	1,282	3,039	4,321	312
Macon.....	25,911	3,680	658	442	12	454	4,559	7,427	11,986	463
Madison.....	10,095	821	172	71	3	74	997	1,361	2,358	234
Marion.....	8,945	856	121	22	.....	22	712	2,420	3,132	350
Marion.....	34,068	4,330	1,398	1,784	125	1,909	11,825	4,752	16,577	487
Mercer.....	10,622	1,533	120	47	4	51	997	3,858	4,855	457
Miller.....	14,658	1,567	241	129	5	134	1,709	2,733	4,442	303
Mississippi.....	12,052	1,411	197	195	9	204	1,995	5,665	7,660	636
Moniteau.....	12,742	1,839	332	264	10	274	2,422	4,250	6,672	524
Monroe.....	15,455	2,146	383	170	11	181	2,279	7,477	9,756	631
Montgomery.....	14,343	2,030	444	182	4	186	2,279	4,251	6,530	455
Morgan.....	11,313	1,352	215	57	.....	57	1,139	2,939	4,078	360
New Madrid.....	23,709	2,004	296	233	16	249	2,992	10,332	13,324	562
Newton.....	23,433	3,586	461	239	16	255	3,277	4,750	8,027	343
Nodaway.....	26,124	5,471	948	425	35	460	4,844	11,747	16,591	635
Oregon.....	12,136	1,026	117	109	1	110	1,283	2,276	3,559	293
Osage.....	12,767	1,472	318	60	1	61	1,425	3,539	4,964	389
Ozark.....	10,475	568	33	1	1	2	570	1,784	2,354	225
Pemiscot.....	25,079	2,340	451	403	42	445	3,990	10,918	14,908	594
Perry.....	13,591	1,919	319	100	3	103	1,567	5,088	6,655	490
Pettis.....	33,722	4,975	1,347	1,436	77	1,513	10,400	7,620	18,020	534
Phelps.....	14,068	1,643	357	243	15	258	2,422	2,299	4,721	336
Pike.....	19,157	2,687	528	389	35	422	3,847	6,175	10,022	523
Platte.....	13,179	2,073	405	151	9	160	1,995	7,062	9,057	687
Polk.....	19,163	2,300	317	139	1	140	2,279	5,483	7,762	405
Pulaski.....	9,877	1,159	201	67	1	68	1,139	1,912	3,051	309
Putnam.....	12,349	1,900	284	132	2	134	1,709	4,151	5,860	475
Rails.....	9,804	1,421	278	114	3	117	1,425	5,421	6,846	698
Randolph.....	31,145	4,083	1,117	1,401	44	1,445	9,260	4,428	13,688	439
Ray.....	19,310	3,355	379	359	30	389	3,562	7,182	10,744	556
Reynolds.....	9,516	905	123	47	.....	47	997	1,312	2,309	243
Ripley.....	11,357	757	101	48	7	55	855	2,091	2,946	259
St. Charles.....	21,495	3,774	970	1,073	55	1,128	7,409	6,050	13,459	626
St. Clair.....	14,445	1,631	204	46	18	64	1,425	3,964	5,389	373
St. Genevieve.....	9,236	962	235	147	25	172	1,567	2,419	3,986	432
St. Francois.....	35,394	5,752	1,347	1,390	78	1,478	9,973	1,902	11,875	336



## MISSOURI—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
St. Louis (St. Louis).....	981,671	144,060	51,766	89,550	14,017	103,567	\$ 840,255	\$ 5,757	\$ 846,012	\$ 862
Saline.....	27,143	4,704	1,058	969	59	1,028	7,409	8,804	16,213	597
Schuyler.....	7,893	1,429	259	60	8	68	1,139	2,677	3,816	483
Scotland.....	10,075	1,632	300	93	.....	93	1,425	3,928	5,353	531
Scott.....	22,042	3,468	631	744	35	779	5,699	7,552	13,251	601
Shannon.....	11,164	568	93	9	6	15	712	1,662	2,374	213
Shelby.....	12,822	2,383	429	120	9	129	1,995	5,956	7,951	620
Stoddard.....	28,017	2,866	334	195	28	223	3,134	9,555	12,689	453
Stone.....	11,244	1,130	113	120	8	128	1,283	2,457	3,740	333
Sullivan.....	16,743	2,155	302	127	20	147	1,995	5,810	7,805	466
Taney.....	7,700	713	117	32	6	38	712	1,728	2,440	317
Texas.....	19,348	1,661	201	51	7	58	1,567	4,071	5,638	291
Vernon.....	24,547	2,322	653	511	44	555	4,559	7,160	11,719	477
Warren.....	7,994	1,255	284	122	6	128	1,139	2,644	3,783	473
Washington.....	12,997	1,030	188	90	8	98	1,283	1,787	3,070	236
Wayne.....	12,252	946	155	128	7	139	1,283	1,939	3,222	263
Webster.....	15,639	2,192	263	87	7	94	1,709	4,151	5,860	375
Worth.....	7,169	1,210	213	41	17	58	855	3,138	3,993	557
Wright.....	16,697	1,809	246	87	7	94	1,709	3,580	5,289	317
TOTAL.....	3,523,000	500,487	136,235	174,003	22,354	196,357	1,654,703	569,807	2,224,510	631

## M O N T A N A

Beaverhead.....	9,536	1,110	487	622	19	641	\$1,979	\$5,237	\$7,216	\$757
Big Horn.....	9,078	802	271	205	8	213	1,010	3,317	4,327	477
Blaine.....	11,722	999	265	245	12	257	1,296	4,120	5,416	462
Broadwater.....	4,191	440	147	106	3	109	484	1,480	1,964	469
Carbon.....	19,774	1,803	869	1,564	22	1,586	4,414	4,893	9,307	471
Carter.....	5,140	447	92	43	3	46	370	1,957	2,327	453
Cascade.....	52,688	5,470	2,592	4,992	162	5,154	13,642	5,427	19,069	362
Chouteau.....	14,302	1,176	331	245	10	255	1,396	6,252	7,648	535
Custer.....	15,781	1,512	547	1,288	20	1,308	3,674	1,685	5,359	340
Daniels.....	5,000	1,060	261	187	12	199	911	6,781	7,692	1,538
Dawson.....	11,957	1,486	436	624	13	637	2,179	4,978	7,157	599
Deer Lodge.....	19,830	1,701	785	2,693	47	2,740	6,551	654	7,205	363
Fallon.....	5,886	551	138	118	3	121	698	3,275	3,973	675
Fergus.....	41,696	3,056	1,153	1,348	40	1,388	4,984	10,057	15,041	361
Flathead.....	28,354	3,144	1,095	1,442	42	1,484	4,841	2,767	7,608	268
Gallatin.....	20,530	3,167	1,148	1,010	46	1,056	3,888	4,453	8,341	406
Garfield.....	6,947	377	107	46	3	49	456	2,191	2,647	381
Glacier.....	5,407	456	144	220	2	222	811	1,418	2,229	412
Golden Valley.....	1,500	398	87	51	.....	51	370	1,160	1,530	1,020
Granite.....	5,393	372	156	242	3	245	797	846	1,643	305
Hill.....	18,064	1,612	493	1,279	14	1,293	3,717	5,541	9,258	513
Jefferson.....	6,734	484	210	237	5	242	869	939	1,808	268
Judith Basin.....	10,000	903	313	267	8	275	1,125	4,925	6,050	605
Lake.....	5,400	1,224	297	207	.....	207	1,139	2,318	3,457	640
Lewis and Clark.....	24,149	3,021	1,419	2,375	116	2,491	6,778	2,116	8,894	368
Liberty.....	3,126	284	58	52	2	54	327	1,199	1,526	488
Lincoln.....	10,090	1,026	357	570	12	582	1,894	476	2,370	235
McCone.....	6,144	490	75	44	2	46	427	3,553	3,980	648
Madison.....	9,700	877	323	178	5	183	968	3,353	4,321	445
Meagher.....	3,393	385	146	180	8	188	641	1,395	2,036	600
Mineral.....	3,011	277	99	141	.....	141	513	137	650	216
Missoula.....	37,188	3,447	1,299	1,739	87	1,826	5,624	1,462	7,086	191
Musselshell.....	15,569	1,362	450	822	9	831	2,421	1,827	4,248	466
Park.....	15,957	1,822	739	1,121	37	1,158	3,617	2,498	6,115	383
Petroleum.....	12,000	343	96	126	.....	126	498	2,254	2,752	229
Phillips.....	12,050	889	206	191	13	204	1,154	3,181	4,335	360
Pondera.....	7,430	913	284	195	3	198	954	3,717	4,671	629
Powder River.....	4,345	320	99	56	4	60	356	1,246	1,602	369
Powell.....	8,941	927	356	655	12	667	1,865	2,365	4,230	473
Prairie.....	4,768	464	123	94	4	98	527	2,276	2,803	588
Ravalli.....	13,069	1,770	377	318	7	325	1,538	3,106	4,644	355
Richland.....	11,633	1,279	344	209	4	213	1,296	7,387	8,683	746
Roosevelt.....	13,390	1,413	382	463	17	480	2,107	7,011	9,118	681
Rosebud.....	10,356	1,085	333	360	6	366	1,410	2,811	4,221	408
Sander.....	6,345	773	230	179	3	182	840	989	1,829	288
Sheridan.....	17,920	1,658	360	294	21	315	1,552	10,108	11,660	651
Silver Bow (Butte).....	65,190	6,268	3,615	13,730	1,363	15,093	46,941	507	47,448	729
Stillwater.....	9,875	1,011	375	217	8	225	1,097	3,558	4,655	471
Sweet Grass.....	6,376	495	233	116	7	123	584	2,401	2,985	468
Teton.....	7,597	914	280	145	1	146	883	3,959	4,842	637
Toole.....	4,820	1,290	478	316	19	335	1,324	1,358	2,682	556
Treasure.....	2,576	176	73	38	7	45	242	1,232	1,474	572
Valley.....	14,937	1,505	434	297	20	317	1,509	6,728	8,237	551
Wheatland.....	7,273	1,02	223	358	7	365	1,196	1,451	2,647	364
Wibaux.....	4,029	435	83	55	.....	55	370	2,566	2,936	729
Yellowstone.....	43,012	4,468	2,019	3,011	116	3,127	9,341	8,002	17,343	403
TOTAL.....	715,000	75,839	28,392	47,926	2,417	50,343	162,395	182,900	345,295	483

## N E B R A S K A

Adams.....	26,535	4,626	1,630	1,014	107	1,121	\$5,785	\$7,273	\$13,058	\$492
Antelope.....	15,760	3,493	641	185	9	194	1,568	6,196	7,764	493
Arthur.....	1,460	254	48	6	1	7	105	559	664	455
Banner.....	1,484	347	70	2	.....	2	70	955	1,025	691
Blaine.....	1,838	325	39	14	1	15	140	547	687	374

## NEBRASKA—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Boone.....	14,626	3,455	678	294	21	315	\$ 2,126	\$ 4,783	\$ 6,909	\$ 472
Box Butte.....	8,692	2,142	770	537	27	564	2,753	1,720	4,473	515
Boyd.....	8,527	1,293	357	93	8	101	871	3,029	3,900	458
Brown.....	6,978	1,155	265	111	7	118	837	1,444	2,281	327
Buffalo.....	24,593	5,782	1,622	875	65	940	5,332	7,490	12,822	521
Burt.....	12,985	3,051	818	460	22	482	2,718	4,793	7,511	578
Butler.....	15,101	3,315	1,030	604	35	639	3,415	7,425	10,840	718
Cass.....	18,640	3,875	1,016	585	37	622	3,555	6,430	9,985	536
Cedar.....	16,775	3,669	773	487	27	514	2,997	7,619	10,616	633
Chase.....	5,106	1,330	278	101	17	118	801	2,449	3,250	637
Cherry.....	12,151	1,682	465	162	9	171	1,219	4,440	5,659	466
Cheyenne.....	8,690	2,275	695	303	15	318	1,812	3,708	5,520	635
Clay.....	14,977	3,151	908	290	16	306	2,195	6,910	9,105	608
Colfax.....	12,018	2,750	862	404	20	424	2,440	4,398	6,838	569
Cuming.....	14,236	2,706	604	508	27	535	2,858	6,188	9,046	635
Custer.....	27,302	6,143	1,238	377	20	397	3,136	10,395	13,531	496
Dakota.....	7,955	1,870	467	215	12	227	1,324	2,988	4,312	542
Dawes.....	10,504	1,903	700	518	13	531	2,753	1,200	3,953	376
Dawson.....	16,547	4,101	1,094	400	42	442	2,823	6,082	8,905	538
Deuel.....	3,393	869	273	55	5	60	488	1,201	1,689	498
Dixon.....	12,216	2,350	552	447	12	459	2,579	5,108	7,687	629
Dodge.....	27,651	5,621	1,649	1,554	89	1,643	8,050	6,004	14,054	508
Douglas (Omaha).....	237,820	35,524	12,586	24,580	3,398	27,978	165,463	4,678	170,141	714
Dundy.....	5,034	1,099	228	89	5	94	698	2,791	3,489	693
Fillmore.....	14,227	3,082	769	275	28	303	2,021	8,847	10,868	764
Franklin.....	10,408	2,188	572	238	13	251	1,603	3,856	5,459	525
Frontier.....	8,830	1,688	320	121	8	129	976	3,967	4,943	560
Furnas.....	12,052	3,095	707	336	22	358	2,300	4,970	7,270	603
Gage.....	35,427	6,122	1,936	969	111	1,080	5,959	9,589	15,548	439
Garden.....	4,727	875	188	71	6	77	557	1,962	2,519	533
Garfield.....	3,615	800	171	42	6	48	418	877	1,295	358
Gasper.....	4,827	1,013	117	56	5	61	418	3,322	3,740	775
Grant.....	1,536	323	141	73	7	80	418	736	1,154	751
Greely.....	8,979	1,689	349	117	6	123	976	2,928	3,904	435
Hall.....	28,274	5,519	1,869	1,505	130	1,635	7,946	6,122	14,068	498
Hamilton.....	13,686	2,956	795	368	24	392	2,335	7,686	10,021	732
Harlan.....	9,533	1,998	381	182	7	189	1,324	4,144	5,468	574
Hayes.....	3,440	845	83	10	3	13	174	2,674	2,848	828
Hitchcock.....	6,250	1,662	378	96	22	118	906	3,453	4,359	697
Holt.....	17,732	3,151	614	192	18	210	1,742	5,462	7,204	406
Hooker.....	1,425	307	97	25	.....	25	209	275	484	340
Howard.....	11,103	2,490	572	153	7	160	1,255	4,386	5,641	508
Jefferson.....	16,687	3,784	1,183	672	57	729	3,903	6,208	10,111	606
Johnson.....	9,243	2,172	549	171	13	184	1,324	3,447	4,771	516
Kearney.....	8,874	1,946	524	211	21	232	1,464	5,558	7,022	791
Keith.....	5,473	1,453	331	96	4	100	801	2,447	3,248	593
Keyapaha.....	3,716	646	98	19	1	20	244	1,240	1,484	399
Kimball.....	4,650	938	244	88	4	92	662	1,490	2,152	463
Knox.....	19,535	4,279	897	388	18	406	2,753	7,866	10,619	544
Lancaster (Lincoln).....	111,148	18,298	6,369	7,183	1,056	8,239	59,917	9,980	69,897	621
Lincoln.....	24,214	4,269	1,160	866	49	915	4,949	5,244	10,193	421
Logan.....	1,650	504	97	34	1	35	244	840	1,084	657
Loup.....	2,012	373	42	5	2	7	105	650	755	375
McPherson.....	1,749	270	27	12	.....	12	105	655	760	435
Madison.....	26,833	5,331	1,825	1,309	64	1,373	7,040	4,947	11,987	447
Merrick.....	11,128	2,545	763	297	21	318	1,951	4,836	6,787	610
Merrill.....	9,461	1,970	436	205	5	210	1,359	4,007	5,366	567
Nance.....	9,007	2,083	412	155	13	168	1,185	2,943	4,128	458
Nemaha.....	12,972	2,784	724	307	20	327	2,056	4,836	6,892	531
Nuckolls.....	13,685	2,809	668	383	23	406	2,370	5,181	7,551	552
Otoe.....	20,155	4,521	1,000	655	69	724	4,078	7,107	11,185	555
Pawnee.....	9,903	2,109	633	121	9	130	1,080	3,631	4,711	476
Perkins.....	4,101	1,299	307	81	8	89	697	3,340	4,037	984
Phelps.....	10,236	2,418	500	338	26	364	2,056	4,910	6,966	681
Pierce.....	11,043	2,716	594	237	9	246	1,603	4,733	6,336	574
Platte.....	20,124	4,390	1,099	716	56	772	4,216	6,163	10,379	516
Polk.....	11,077	2,616	648	244	15	259	1,638	4,652	6,290	568
Red Willow.....	11,822	2,625	772	577	34	611	3,171	4,804	7,975	675
Richardson.....	19,630	4,104	1,377	608	56	664	3,799	5,738	9,537	486
Rock.....	3,829	651	70	23	1	24	279	1,187	1,466	383
Saline.....	17,074	3,902	1,363	664	44	708	3,868	8,118	11,986	702
Sarkey.....	9,688	2,040	354	194	16	210	1,290	2,725	4,015	414
Saunders.....	21,287	5,074	1,354	794	62	856	4,565	9,639	14,204	667
Scotts Bluff.....	21,412	5,502	1,566	848	56	904	5,227	7,065	12,292	574
Seward.....	16,405	3,681	1,059	489	42	531	3,102	8,287	11,389	694
Sheridan.....	9,951	2,235	683	194	14	209	1,464	2,313	3,777	380
Sherman.....	9,178	1,910	350	120	8	128	976	3,712	4,688	511
Sioux.....	4,681	649	87	39	4	43	314	1,529	1,843	394
Stanton.....	8,019	1,742	301	148	11	159	976	3,719	4,695	585
Thayer.....	14,450	3,406	750	338	24	362	2,300	6,696	8,996	623
Thomas.....	1,833	266	48	15	.....	15	140	310	450	245
Thurston.....	9,914	1,684	374	234	17	251	1,464	3,620	5,084	513
Valley.....	10,156	2,088	521	221	20	241	1,464	3,432	4,896	482
Washington.....	12,953	2,945	698	359	21	380	2,195	4,877	7,072	562
Wayne.....	10,055	2,755	617	399	24	423	2,230	5,155	7,385	734
Webster.....	11,292	2,201	556	187	13	200	1,394	3,917	5,311	470
Wheeler.....	2,617	456	53	18	.....	18	174	811	985	376
York.....	17,727	3,877	1,214	408	43	451	2,858	8,673	11,531	650
TOTAL.....	1,408,000	280,375	77,802	61,770	6,564	68,334	413,498	407,297	820,795	583

## N E V A D A

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Churchill.....	4,649	1,050	420	237	32	269	\$ 1,204	\$ 4,382	\$ 5,586	\$ 1,202
Clark.....	4,859	1,182	496	602	40	642	1,964	474	2,438	502
Douglas.....	1,825	341	216	223	30	253	737	2,147	2,884	1,580
Elko.....	8,083	1,260	754	1,133	74	1,207	3,147	4,813	7,960	985
Esmeralda.....	2,410	221	96	190	10	200	617	159	778	323
Eureka.....	1,350	234	120	181	13	194	565	822	1,386	1,027
Humboldt.....	3,743	590	275	396	19	415	1,240	1,690	2,930	783
Lander.....	1,484	368	168	278	15	293	795	814	1,609	1,084
Lincoln.....	2,287	304	153	143	1	144	559	469	1,028	449
Lyon.....	4,078	780	354	375	13	388	1,295	2,688	3,983	977
Mineral.....	1,848	232	128	116	6	122	445	434	879	476
Nye.....	6,504	857	515	1,042	46	1,088	2,665	926	3,590	552
Ormsby.....	2,453	273	161	152	12	164	613	230	843	344
Pershing.....	2,803	456	202	290	15	305	882	3,014	3,896	1,390
Storey.....	1,469	163	129	258	9	267	749	54	803	546
Washoe.....	18,627	4,244	2,908	4,224	317	4,541	10,948	4,795	15,743	845
White Pine.....	8,935	1,331	751	1,603	91	1,691	3,876	1,988	5,864	656
TOTAL.....	77,000	13,886	7,846	11,443	743	12,186	32,301	29,899	62,200	808

## N E W   H A M P S H I R E

Belknap.....	19,359	2,985	1,788	1,242	121	1,363	\$ 14,335	\$ 928	\$ 15,263	\$ 788
Carroll.....	13,727	2,489	1,135	444	67	511	7,805	646	8,451	616
Cheshire.....	28,314	4,567	2,707	1,824	224	2,048	20,804	1,188	21,992	777
Coos.....	32,993	3,708	2,520	1,997	159	2,156	21,745	1,829	23,574	715
Grafton.....	44,357	5,829	3,742	2,618	268	2,886	28,457	2,429	30,886	696
Hillsborough (Manchester)...	148,155	14,849	8,539	12,011	1,209	13,220	103,106	2,758	105,864	715
Merrimack.....	56,600	6,895	4,199	3,142	384	3,526	33,802	2,339	36,141	639
Rockingham.....	57,396	7,197	3,913	3,014	333	3,347	34,773	2,858	37,631	656
Strafford.....	35,153	4,300	2,414	2,351	190	2,541	24,691	1,189	25,880	736
Sullivan.....	19,125	3,083	1,733	1,309	143	1,452	14,183	1,035	15,218	796
TOTAL.....	456,000	55,902	32,690	29,952	3,098	33,050	303,701	17,199	320,900	704

## N E W   J E R S E Y

Atlantic (Atlantic City).....	95,226	12,459	11,397	7,994	2,105	10,099	\$ 108,419	\$ 926	\$ 109,345	1,145
Bergen.....	239,106	29,303	27,144	20,755	4,196	24,951	254,785	473	255,258	1,065
Burlington.....	126,621	11,998	6,809	4,827	724	5,551	63,358	2,773	66,131	524
Camden (Camden).....	219,865	18,493	13,679	19,816	2,222	22,038	221,921	470	222,391	1,020
Cape May.....	30,134	4,848	3,094	1,369	223	1,592	19,989	307	20,296	675
Cumberland.....	94,997	9,367	4,946	2,632	361	2,993	38,285	2,274	40,559	428
Essex (Newark, E. Orange, Orange).....	745,012	65,633	64,276	62,715	19,370	82,085	820,936	371	821,307	1,101
Gloucester.....	74,675	9,251	5,083	3,685	374	4,059	45,400	1,933	47,333	634
Hudson (Jersey City, Bayonne, Hoboken, Union City).....	685,274	33,998	33,224	58,829	6,642	65,471	656,614	4	656,618	960
Hunterdon.....	50,922	5,320	3,350	1,505	165	1,670	21,006	2,437	23,443	460
Mercer (Trenton).....	186,293	17,294	13,585	13,174	2,399	15,573	164,322	1,297	165,619	889
Middlesex (New Brunswick, Perth Amboy).....	202,041	16,935	13,466	10,773	1,561	12,334	141,283	1,248	142,531	706
Monmouth.....	162,476	22,573	16,325	7,563	1,597	9,160	107,742	2,291	110,033	677
Morris.....	128,052	13,271	10,301	6,450	1,440	7,890	85,719	723	86,442	674
Ocean.....	34,307	6,078	3,102	1,402	234	1,636	20,668	510	21,178	618
Passaic (Passaic-Paterson).....	281,204	22,282	19,068	17,709	3,877	21,586	236,150	253	236,403	839
Salem.....	56,632	5,531	2,806	1,311	179	1,489	19,990	2,148	22,138	390
Somerset.....	74,314	6,256	4,358	1,597	517	2,114	28,121	1,122	29,243	393
Sussex.....	38,565	4,370	2,947	1,142	139	1,281	16,262	2,046	18,308	475
Union (Elizabeth).....	227,091	23,414	21,546	22,806	5,350	28,156	278,501	269	278,770	1,230
Warren.....	69,771	5,821	4,749	3,332	200	3,532	38,625	1,724	40,349	575
TOTAL.....	3,821,000	344,495	285,255	271,386	53,856	325,242	3,388,096	25,599	3,413,695	894

## N E W   M E X I C O

Bernalillo.....	38,342	6,627	3,175	2,733	362	3,095	\$ 16,563	\$ 1,236	\$ 17,799	\$ 464
Catron.....	3,100	292	113	40	1	41	433	623	1,056	341
Chaves.....	11,706	3,860	1,223	375	160	535	4,012	6,232	10,244	875
Colfax.....	28,345	2,925	1,343	1,859	100	1,959	10,150	2,494	12,644	446
Curry.....	10,893	2,760	828	542	21	567	3,769	7,565	11,334	1,040
De Baca.....	3,098	445	96	30	1	31	467	478	945	305
Dona Ana.....	16,043	2,959	855	230	100	338	3,319	8,254	11,573	721
Eddy.....	8,838	2,638	759	233	104	337	2,777	7,102	9,879	1,118
Grant.....	28,767	3,050	1,329	1,070	40	1,110	6,430	720	7,150	249
Guadalupe.....	7,770	613	130	90	4	94	917	810	1,727	222
Harding.....	4,200	533	155	24	3	27	426	1,697	2,123	505
Hidalgo.....	4,206	513	188	117	6	123	917	372	1,289	306
Lea.....	3,439	583	77	15	2	17	418	964	1,382	402
Lincoln.....	7,584	806	276	152	9	161	1,260	697	1,957	258
Luna.....	11,896	875	333	203	4	207	1,793	377	2,170	182
McKinley.....	13,312	1,662	840	838	35	873	4,846	1,094	5,940	446
Mora.....	13,490	491	128	81	4	85	917	1,195	2,112	157
Otera.....	7,661	1,070	379	120	10	130	1,242	971	2,213	289
Quay.....	10,125	1,478	385	344	16	360	2,410	4,476	6,886	680
Rio Arriba.....	18,956	515	222	108	17	125	1,543	1,563	3,106	164
Roosevelt.....	6,348	1,345	269	82	5	87	1,151	3,924	5,075	799
Sandoval.....	8,593	513	193	67	.....	67	742	834	1,576	183



## NEW MEXICO—(Continued)

Counties (Cities in Parentheses)	Population	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
San Juan.....	8,079	1,002	323	94	6	100	\$ 1,126	\$ 1,958	\$ 3,084	\$ 382
San Miguel.....	22,170	1,769	749	584	37	620	4,062	1,430	5,492	248
Santa Fe.....	14,572	2,179	1,149	474	144	618	3,912	689	4,601	316
Sierra.....	4,478	441	121	51	8	59	651	387	1,038	232
Socorro.....	13,632	865	278	229	5	234	1,710	895	2,605	191
Taos.....	12,384	507	232	76	7	83	1,067	923	1,990	161
Torrance.....	9,435	798	214	57	2	59	884	980	1,864	198
Union.....	16,171	1,638	315	111	10	121	1,610	3,895	5,505	340
Valencia.....	13,374	992	325	238	13	251	1,885	1,568	3,453	258
TOTAL.....	396,000	46,744	17,002	11,267	1,236	12,503	83,409	66,403	149,812	378

## NEW YORK

Albany (Albany).....	315,163	17,795	18,179	20,769	2,651	23,420	\$ 283,120	\$ 3,919	\$ 287,039	\$ 911
Allegany.....	34,724	6,065	4,333	1,267	123	1,390	27,185	6,604	33,789	973
Bronx*.....	951,900*	34,049*	46,284*	42,368*	6,300*	48,668*	518,454*	19*	518,473*	545
Broome (Binghamton).....	121,166	15,598	14,184	14,140	1,428	15,568	147,176	5,131	152,307	1,255
Cattaraugus.....	67,203	10,500	7,246	4,351	411	4,762	72,351	8,490	80,841	1,203
Cayuga (Auburn).....	61,471	8,330	6,086	3,356	845	4,201	54,368	7,989	62,357	1,014
Chautauqua (Jamestown).....	108,715	16,937	12,348	8,824	1,353	10,177	136,849	9,409	146,258	1,345
Chemung (Elmira).....	62,084	8,144	8,282	6,308	939	7,247	71,233	2,786	74,019	1,190
Chenango.....	32,958	4,999	3,960	1,323	189	1,512	27,184	7,711	34,895	1,059
Clinton.....	41,374	5,103	3,632	1,347	203	1,550	28,694	5,412	34,106	824
Columbia.....	36,692	5,427	4,442	2,182	310	2,492	39,266	5,084	44,350	1,209
Cortland.....	27,922	4,768	3,837	1,393	224	1,617	27,184	4,716	31,900	1,142
Delaware.....	40,314	6,166	4,446	1,009	143	1,152	25,674	12,890	38,564	957
Dutchess (Poughkeepsie).....	86,472	11,517	9,662	5,913	1,334	7,247	97,513	6,071	103,584	1,198
Erie (Buffalo).....	680,839	83,967	65,281	67,515	8,519	76,034	862,616	11,163	873,779	1,280
Essex.....	30,038	4,767	3,315	947	257	1,204	24,163	2,155	26,318	876
Franklin.....	40,953	5,279	4,099	1,811	278	2,089	34,735	5,127	39,862	973
Fulton.....	42,344	5,810	4,919	2,594	443	3,037	43,796	2,160	45,956	1,085
Genesee.....	35,792	7,701	4,731	2,352	272	2,624	40,775	5,712	46,487	1,299
Greene.....	24,313	4,325	3,005	900	147	1,047	19,634	3,730	23,364	961
Hamilton.....	3,742	577	364	44	45	89	3,021	170	3,191	853
Herkimer.....	61,227	7,748	6,143	3,989	415	4,404	64,469	6,414	70,883	1,158
Jefferson (Watertown).....	77,521	11,191	9,411	4,728	996	5,724	81,791	11,429	93,220	1,203
Kings*.....	2,308,500*	89,417*	103,598*	199,374*	30,504*	229,878*	2,492,348*	52*	2,492,400*	1,080
Lewis.....	22,341	3,890	2,189	675	78	753	15,102	5,483	20,585	921
Livingston.....	34,712	6,791	3,854	1,842	170	2,012	31,715	5,624	37,339	1,076
Madison.....	37,262	6,351	4,387	2,296	313	2,609	39,266	6,749	46,015	1,235
Monroe (Rochester).....	389,707	48,644	39,037	42,109	6,036	48,145	371,564	9,000	480,564	1,232
Montgomery (Amsterdam).....	54,597	6,360	5,629	4,523	732	5,255	66,069	4,740	70,809	1,297
Nassau.....	154,891	31,435	33,124	11,627	5,379	17,006	246,945	2,061	249,006	1,608
New York*.....	1,752,000*	54,614*	65,148*	409,611*	92,625*	502,236*	4,186,705*	5*	4,186,709*	2,400†
New York City.....	6,017,500	248,109	287,260	695,191	141,602	836,793	7,791,504	519	8,291,022	1,290
Niagara (Niagara Falls).....	142,149	18,352	14,140	11,308	1,447	12,755	165,154	8,981	174,135	1,225
Oneida (Utica).....	212,495	23,636	16,989	12,627	2,237	14,864	204,469	10,198	214,667	1,010
Onondaga (Syracuse).....	289,404	34,910	28,399	27,978	3,760	31,738	340,075	9,363	349,438	1,210
Ontario.....	49,625	8,855	5,675	3,261	372	3,633	54,368	6,229	60,597	1,221
Orange (Newburgh).....	119,760	15,483	13,651	10,648	1,522	12,170	138,872	8,648	147,520	1,230
Orleans.....	26,973	5,542	2,906	1,199	208	1,407	24,163	6,275	30,438	1,128
Oswego.....	66,960	8,875	6,183	2,967	358	3,325	54,368	6,608	60,976	911
Otsego.....	43,544	7,386	4,867	2,121	319	2,440	39,266	9,568	48,834	1,121
Putnam.....	10,181	2,113	1,561	616	169	785	12,082	1,117	13,199	1,296
Queens*.....	854,400*	60,433*	62,239*	37,252*	10,664*	47,916*	509,945*	287*	510,232*	597
Rensselaer (Troy).....	138,242	11,848	10,351	8,008	1,466	9,474	125,838	4,605	130,443	944
Richmond*.....	150,700*	9,596*	9,991*	6,299*	1,228*	7,527*	83,052*	156*	83,208*	552
Rockland.....	42,929	6,460	5,666	3,225	650	3,875	54,368	1,169	55,537	1,294
St. Lawrence.....	83,054	11,954	8,320	3,096	377	3,473	64,509	15,390	79,899	962
Saratoga.....	56,577	6,145	5,225	3,322	396	3,718	52,858	4,167	57,025	1,008
Schenectady (Schenectady).....	134,964	12,785	12,372	12,784	1,729	14,513	173,024	1,474	174,498	1,293
Schoharie.....	20,078	3,854	2,105	505	81	586	13,591	5,996	19,587	976
Schuyler.....	12,345	1,854	1,404	326	58	384	7,551	2,186	9,737	789
Seneca.....	23,313	3,307	2,292	924	130	1,054	16,612	3,701	20,313	871
Steuben.....	75,991	10,463	9,226	4,136	400	4,536	72,351	9,106	81,457	1,072
Suffolk.....	113,542	22,861	18,926	5,511	1,967	7,478	125,838	6,758	132,596	1,168
Sullivan.....	31,256	5,875	4,282	1,193	143	1,336	27,184	4,536	31,720	1,015
Tioga.....	22,820	3,394	2,795	972	133	1,105	18,122	3,953	22,075	967
Tompkins.....	33,256	6,253	5,199	2,483	452	2,935	40,775	4,139	44,914	1,351
Ulster.....	70,668	10,098	8,446	3,191	522	3,713	64,479	5,763	70,242	994
Warren.....	29,852	4,260	4,155	1,936	363	2,299	31,715	1,267	32,982	1,105
Washington.....	42,307	5,445	4,301	2,100	199	2,299	34,735	6,988	41,723	986
Wayne.....	46,019	8,342	5,755	1,896	281	2,177	37,848	8,254	46,102	1,002
Westchester (Mt. Vernon, Yonkers, New Rochelle).....	471,784	47,398	52,678	32,202	14,537	46,739	589,813	2,341	592,154	1,255
Wyoming.....	28,571	5,054	2,874	1,099	123	1,222	21,144	7,075	28,219	988
Yates.....	15,684	3,417	1,906	596	69	665	12,082	3,095	15,177	968
TOTAL.....	11,550,000	920,513	840,034	1,077,528	210,318	1,287,846	13,492,315	337,398	13,828,713	1,119

## NORTH CAROLINA

Alamance.....	34,662	5,512	1,293	851	57	908	\$8,011	\$4,122	\$12,133	\$350
Alexander.....	14,310	1,362	208	69	5	74	1,045	2,059	3,104	217
Alleghany.....	8,069	556	59	14	2	16	406	1,083	1,489	185
Anson.....	31,884	2,600	473	230	18	248	2,961	5,839	8,800	255
Ash.....	23,891	814	193	42	.....	42	1,277	2,420	3,697	155
Avery.....	11,265	444	97	52	6	58	812	889	1,701	151
Beaufort.....	34,815	3,169	780	531	23	554	5,168	5,585	10,753	309

\*Included in New York City.

†Disproportionately high because many outside residents file return in Manhattan.

## NORTH CAROLINA—(Continued)

Counties  (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Bertie.....	27,152	2,948	306	136	12	148	\$2,381	\$7,545	\$9,926	366
Bladen.....	22,539	1,458	125	74	5	79	1,336	1,935	3,271	145
Brunswick.....	16,214	938	99	78	1	79	1,161	925	2,086	129
Buncombe.....	88,754	12,611	5,297	4,587	432	5,019	37,565	3,458	41,023	462
Burke.....	26,393	1,995	558	240	29	269	2,845	1,986	4,831	183
Cabairus.....	37,765	5,390	1,619	693	67	760	6,910	4,671	11,581	307
Caldwell.....	22,782	2,354	595	245	24	269	2,786	1,810	4,596	202
Camden.....	5,866	575	64	25	1	26	465	1,453	1,918	327
Carteret.....	17,768	1,102	351	298	8	306	2,729	1,306	4,035	227
Caswell.....	18,177	1,369	122	45	2	47	929	3,260	4,189	230
Catawba.....	37,884	4,912	1,291	604	61	665	6,154	4,600	10,754	284
Chatham.....	26,957	2,686	346	117	4	121	1,974	4,053	6,027	224
Cherokee.....	17,312	822	254	107	4	111	1,394	1,755	3,149	182
Chowan.....	12,607	1,466	291	234	14	248	2,206	3,092	5,298	420
Clay.....	5,064	231	45	1	.....	1	232	642	874	173
Cleveland.....	38,356	4,965	1,216	416	27	443	4,936	9,621	14,557	380
Columbus.....	33,405	2,637	348	265	9	274	3,135	3,280	6,415	188
Craven.....	32,662	2,888	962	851	25	876	7,200	3,561	10,761	329
Cumberland.....	39,219	4,357	1,201	1,017	70	1,087	8,999	4,832	13,831	353
Currituck.....	7,922	504	80	31	1	32	638	1,896	2,534	320
Dare.....	5,575	244	45	16	.....	16	348	35	383	69
Davidson.....	39,369	6,000	1,370	652	23	675	6,444	5,365	11,809	300
Davie.....	14,799	1,782	299	92	8	100	1,394	2,717	4,111	278
Duplin.....	33,943	3,418	384	262	7	269	3,193	5,169	8,362	246
Durham (Durham).....	58,738	6,872	2,793	3,081	355	3,436	29,023	2,365	31,388	531
Edgecombe.....	41,413	6,346	1,912	2,239	83	2,322	17,882	10,278	28,160	680
Forsyth (Winston-Salem).....	147,731	14,009	4,427	3,569	776	4,345	55,559	5,059	60,618	410
Franklin.....	30,066	2,924	306	176	19	195	2,438	6,504	8,942	297
Gaston.....	56,853	8,791	2,640	1,380	171	1,551	13,470	3,956	17,426	307
Gates.....	11,485	883	109	18	3	21	697	2,515	3,212	280
Graham.....	5,311	170	44	10	1	11	174	363	537	101
Granville.....	30,261	2,766	539	271	51	322	3,252	5,147	8,399	278
Greene.....	18,670	1,659	224	57	1	58	1,104	6,645	7,749	415
Guilford (Greenboro).....	105,524	19,337	6,347	4,983	935	5,918	45,403	6,442	51,845	491
Halifax.....	48,104	5,442	908	776	42	818	7,664	8,802	16,466	342
Harnett.....	30,861	4,207	653	319	19	338	3,774	7,034	10,808	350
Haywood.....	26,610	1,940	728	329	25	354	3,368	2,176	5,544	208
Henderson.....	19,890	3,328	1,079	385	48	433	4,006	2,161	6,167	310
Hertford.....	17,760	1,876	205	150	8	158	1,916	4,642	6,558	369
Hoke.....	12,776	1,170	192	93	2	95	1,104	3,378	4,482	351
Hyde.....	9,140	540	52	11	.....	11	406	1,068	1,474	161
Iredell.....	42,371	6,079	1,464	668	81	749	7,142	5,839	12,981	306
Jackson.....	14,602	906	280	100	6	106	1,277	1,269	2,546	174
Johnston.....	54,406	6,166	914	500	28	528	6,096	14,250	20,346	374
Jones.....	10,803	818	78	26	.....	26	580	2,146	2,726	252
Lee.....	14,605	2,124	434	309	18	327	3,077	2,342	5,419	371
Lenoir.....	32,215	3,962	940	657	50	707	6,328	8,336	14,664	455
Lincoln.....	19,469	2,990	576	159	10	169	2,032	3,611	5,643	290
McDowell.....	18,271	1,422	464	224	24	248	2,381	1,031	3,412	187
Macon.....	14,046	801	159	41	1	42	812	1,537	2,349	167
Madison.....	21,890	987	165	64	5	69	1,161	2,474	3,635	166
Martin.....	22,702	2,303	307	157	1	158	2,148	6,160	8,308	366
Mecklenburg (Charlotte).....	93,285	17,439	6,121	5,941	1,320	7,261	53,183	6,491	59,674	640
Mitchell.....	12,298	543	163	70	4	74	987	978	1,965	160
Montgomery.....	15,922	1,885	359	172	7	179	2,032	2,487	4,519	284
Moore.....	23,313	3,814	673	457	60	517	4,819	3,220	8,039	345
Nash.....	44,755	5,543	497	148	47	195	3,020	13,222	16,242	363
New Hanover (Wilmington).....	58,590	4,647	1,922	3,493	389	3,882	27,598	417	28,015	478
Northampton.....	5,884	2,518	299	161	8	169	822	2,419	3,241	550
Onslow.....	16,026	1,015	110	61	2	63	987	1,545	2,532	158
Orange.....	19,505	2,322	461	279	17	296	2,845	2,795	5,640	289
Pamlico.....	9,875	768	139	51	2	53	812	2,149	2,961	300
Pasquotank.....	19,260	2,199	509	578	34	612	4,936	2,779	7,715	401
Pender.....	16,118	1,174	99	50	3	53	987	1,083	2,070	128
Perquimans.....	12,140	1,258	173	140	8	148	1,509	2,368	3,877	319
Person.....	20,484	2,478	204	188	13	201	2,206	4,089	6,295	307
Pitt.....	49,669	6,292	1,222	842	39	881	8,302	13,775	22,077	444
Polk.....	9,627	799	214	119	8	127	1,219	1,429	2,648	275
Randolph.....	33,633	4,796	593	274	22	296	3,600	4,732	8,332	248
Richmond.....	27,867	3,553	831	872	41	913	7,548	3,713	11,261	404
Robeson.....	77,270	5,626	937	687	36	723	7,432	8,654	16,086	208
Rockingham.....	48,122	6,063	1,099	948	45	993	8,883	5,381	14,264	296
Rowan.....	48,027	8,541	2,396	1,656	85	1,741	13,992	6,153	20,145	419
Rutherford.....	34,254	3,954	819	335	34	369	4,180	4,460	8,640	252
Sampson.....	39,241	3,458	399	168	6	174	2,787	8,652	11,439	292
Scotland.....	17,003	2,006	454	206	16	222	2,264	3,460	5,724	337
Stanley.....	29,897	3,465	762	384	28	412	4,296	3,626	7,922	265
Stokes.....	22,427	2,309	293	87	3	90	1,626	5,177	6,803	303
Surry.....	35,385	3,820	735	458	54	512	5,109	5,743	10,852	307
Swain.....	14,413	668	224	107	4	111	1,219	79	1,998	139
Transylvania.....	10,140	1,031	297	109	12	121	1,277	822	2,099	207
Tyrrell.....	5,286	381	38	32	.....	32	465	1,087	1,552	294
Union.....	39,271	4,508	668	447	28	475	4,877	7,026	11,903	303
Vance.....	24,850	2,476	653	535	51	586	4,994	3,153	8,147	328
Wake.....	102,095	13,216	3,973	4,133	321	4,454	33,965	11,358	45,323	444
Warren.....	23,536	1,874	352	238	26	264	2,613	3,638	6,251	266
Washington.....	12,457	851	173	129	8	137	1,452	1,914	3,366	270
Watauga.....	14,670	923	189	56	7	63	987	1,476	2,463	168

## NORTH CAROLINA—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Wayne.....	47,566	5,459	1,316	1,005	92	1,097	\$9,406	\$11,313	\$20,719	\$436
Wilkes.....	35,581	2,260	414	211	15	226	2,786	3,822	6,608	186
Wilson.....	38,869	5,879	1,533	1,095	97	1,192	10,044	11,797	21,841	562
Yadkin.....	17,866	1,707	224	42	5	47	987	3,694	4,681	262
Yancey.....	16,451	444	124	27	7	34	755	1,531	2,286	139
TOTAL.....	2,968,000	336,889	81,971	60,618	6,712	67,330	580,616	417,401	998,017	340

## NORTH DAKOTA

Adams.....	4,542	975	225	86	.....	86	\$418	\$1,777	\$2,195	\$483
Barnes.....	17,506	3,968	957	688	33	721	2,806	6,769	9,575	547
Benson.....	11,975	2,222	549	190	10	200	1,010	4,744	5,754	481
Billings.....	3,097	258	49	12	.....	12	92	847	939	303
Battineau.....	13,970	3,003	577	269	18	287	1,328	5,798	7,126	510
Bowman.....	4,724	1,059	213	77	6	83	418	1,326	1,744	369
Burke.....	9,423	1,893	418	244	13	257	1,069	2,532	3,601	382
Burleigh.....	14,435	2,908	987	885	53	838	3,390	2,630	6,020	417
Cass.....	54,091	10,529	3,197	3,889	490	4,379	14,863	8,910	23,773	440
Cavalier.....	15,412	2,271	689	254	8	262	1,211	6,658	7,869	511
Dickey.....	9,402	2,133	523	208	5	213	994	2,831	3,825	407
Divide.....	8,548	1,438	310	149	6	155	710	3,646	4,356	510
Dunn.....	7,247	1,020	275	60	1	61	409	3,006	3,415	441
Eddy.....	5,433	1,234	280	219	4	223	877	1,855	2,732	503
Emmons.....	10,184	1,899	388	105	6	111	634	4,418	5,052	496
Foster.....	5,052	1,268	293	116	6	122	585	2,291	2,876	569
Golden Valley.....	4,788	653	135	83	5	88	401	1,388	1,789	374
Grand Fork.....	42,527	5,799	1,846	1,970	156	2,126	7,440	6,514	13,954	328
Grant.....	8,465	1,288	319	82	4	86	493	3,055	3,548	419
Griggs.....	6,334	1,326	301	100	6	106	535	2,810	3,345	528
Hettinger.....	6,793	1,558	332	118	5	123	609	2,762	3,371	496
Kidder.....	6,726	1,229	267	87	6	93	493	2,622	3,115	463
La Moure.....	10,458	2,309	594	311	9	320	1,370	3,878	5,248	502
Logan.....	6,652	1,167	248	70	5	75	426	2,618	3,044	458
McHenry.....	14,401	3,335	576	286	30	316	1,453	5,358	6,811	473
McIntosh.....	7,927	1,800	449	120	7	127	676	2,901	3,577	451
McKenzie.....	8,456	1,227	279	53	2	55	384	3,091	3,475	411
McLean.....	16,107	3,098	649	374	19	393	1,679	6,586	8,265	513
Mercer.....	7,148	1,456	388	90	4	94	535	2,555	3,090	432
Morton.....	17,542	3,622	1,067	775	23	798	3,006	4,073	7,079	404
Mountrail.....	11,028	2,552	507	168	11	179	943	4,092	5,035	457
Nelson.....	9,267	2,091	452	197	10	207	969	3,917	4,886	527
Oliver.....	3,384	499	85	12	1	13	125	1,618	1,743	515
Pembina.....	14,037	2,742	711	250	6	256	1,236	4,753	5,989	427
Pierce.....	8,198	1,387	226	89	14	103	543	2,952	3,495	426
Ramsey.....	14,285	3,499	1,111	632	37	669	2,589	5,838	8,427	590
Ransom.....	10,511	2,132	505	355	8	363	1,428	2,836	4,264	406
Renville.....	6,704	1,403	356	87	2	89	468	3,228	3,696	551
Richland.....	19,787	4,113	1,125	570	20	590	2,438	6,815	9,253	468
Rolette.....	8,968	1,347	269	113	2	115	560	2,051	2,611	291
Sargent.....	8,566	2,017	455	92	2	94	593	3,133	3,726	435
Sheridan.....	6,862	1,127	205	70	4	74	384	2,915	3,299	481
Sioux.....	3,278	392	66	31	1	32	159	764	923	282
Slope.....	4,895	523	91	130	.....	130	476	1,217	1,693	346
Stark.....	12,417	2,356	700	503	29	539	2,037	3,297	5,334	430
Steele.....	6,333	1,327	280	124	3	127	568	3,483	4,051	640
Stutzman.....	23,349	4,599	1,285	1,068	103	1,171	4,300	7,638	11,938	511
Towner.....	7,250	1,362	336	145	11	156	701	4,132	4,833	667
Trail.....	11,098	2,701	636	265	12	277	1,244	4,553	5,797	522
Walsh.....	17,902	3,947	1,004	332	18	350	1,636	6,930	8,566	478
Ward.....	40,543	5,684	1,606	1,615	175	1,790	6,380	6,760	13,140	324
Wells.....	11,838	2,915	527	320	20	340	1,444	5,645	7,089	599
Williams.....	17,815	3,522	859	443	20	463	1,970	4,483	6,453	362
TOTAL.....	641,000	122,182	30,777	19,582	1,455	21,037	103,505	203,299	306,804	478

## OHIO

Adams.....	21,099	3,099	607	123	10	133	\$3,697	\$4,743	\$8,440	\$400
Allen (Lima).....	82,038	12,596	6,265	3,689	452	4,141	41,491	5,809	47,300	577
Ashland.....	23,194	5,648	2,529	655	94	749	9,859	5,369	15,228	657
Ashtabula.....	102,578	12,006	4,890	4,679	207	4,886	46,009	9,046	55,055	537
Athens.....	47,495	6,656	2,426	1,120	94	1,214	17,254	3,134	20,388	429
Anglaise.....	27,809	5,021	1,668	714	60	774	11,091	7,028	18,119	652
Belmont.....	145,847	10,917	4,643	4,209	212	4,421	45,188	6,416	51,604	354
Brown.....	21,304	3,940	703	403	23	426	6,177	6,177	12,354	579
Butler (Hamilton).....	96,946	15,971	6,677	7,172	745	7,917	71,069	7,325	78,394	809
Carroll.....	15,014	2,522	67	311	22	333	4,519	3,518	8,037	535
Champaign.....	23,612	4,529	1,603	557	37	594	8,216	6,509	14,725	624
Clark (Springfield).....	96,857	14,112	5,796	5,009	556	5,565	53,404	5,896	59,300	612
Clermont.....	26,644	5,043	1,572	811	59	870	11,091	5,904	16,995	638
Clinton.....	21,695	4,687	1,431	724	58	782	9,859	5,588	15,447	712
Columbiana.....	130,100	13,328	6,433	5,790	345	6,135	58,333	6,928	65,261	502
Coshocton.....	27,873	4,627	2,078	673	72	745	9,859	4,890	14,749	529
Crawford.....	33,956	6,566	3,099	2,139	89	2,228	22,183	6,221	28,404	836
Cuyahoga (Cleveland, Lakewood).....	1,172,163	155,941	83,510	67,088	15,565	82,653	757,102	3,315	760,417	649



## O H I O—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Darke.....	40,414	7,659	2,252	703	73	776	\$11,913	\$12,805	\$24,718	\$612
Defiance.....	22,907	4,548	1,523	514	41	555	7,805	6,089	13,894	607
Delaware.....	24,499	4,945	1,737	546	52	598	8,627	7,095	15,722	642
Erie.....	37,473	6,049	3,068	2,780	216	2,996	28,345	4,063	32,408	865
Fairfield.....	38,128	8,183	3,003	1,198	114	1,312	16,020	6,529	22,549	591
Fayette.....	20,266	3,856	1,104	268	54	736	8,216	5,261	13,477	665
Franklin (Columbus).....	355,592	59,109	27,279	21,020	3,627	24,647	225,117	7,683	232,800	655
Fulton.....	22,081	5,336	1,920	364	33	397	6,984	8,511	15,495	702
Gallia.....	21,954	2,958	781	97	30	127	3,697	3,310	7,007	319
Geauga.....	14,161	2,832	894	181	21	202	3,697	6,275	9,972	704
Greene.....	29,404	5,782	1,933	1,281	93	1,374	14,789	7,163	21,952	747
Guernsey.....	42,901	6,122	2,504	1,572	95	1,667	18,074	3,873	21,947	512
Hamilton (Cincinnati).....	508,982	68,831	35,054	51,903	10,575	62,478	525,411	5,812	531,223	1,044
Hancock.....	36,159	7,505	2,923	1,203	138	1,341	15,611	8,664	24,275	671
Hardin.....	27,469	5,463	1,910	582	71	653	9,449	6,141	15,590	568
Harrison.....	18,483	3,567	1,385	805	30	835	9,037	3,066	12,103	655
Henry.....	22,002	5,394	1,903	567	31	598	8,627	8,889	17,516	796
Highland.....	26,003	5,380	1,290	624	77	701	9,449	5,829	15,278	588
Hocking.....	21,935	3,458	1,083	547	25	572	6,983	2,000	8,983	410
Holmes.....	15,978	2,724	941	563	21	584	6,162	6,195	12,357	773
Huron.....	30,537	6,575	3,044	1,936	92	2,028	20,540	6,261	26,801	878
Jackson.....	25,751	3,635	1,047	497	38	535	7,395	1,974	9,369	364
Jefferson.....	73,065	9,894	5,343	5,470	404	5,874	54,636	2,890	57,526	787
Knox.....	27,858	6,470	2,286	807	91	898	11,503	6,257	17,760	638
Lake.....	26,999	6,986	2,649	3,505	249	3,754	32,864	2,495	35,359	1,310
Lawrence.....	37,239	5,078	1,996	905	81	986	12,324	3,055	15,379	413
Licking.....	88,307	10,840	4,454	2,143	185	2,328	26,291	7,938	34,229	388
Logan.....	28,352	5,695	2,301	937	49	986	12,324	5,933	18,257	644
Lorain (Lorain).....	109,088	13,741	6,299	9,016	340	9,356	82,160	7,584	89,744	823
Lucas (Toledo).....	355,156	48,153	29,408	28,136	3,401	31,537	271,949	4,903	276,852	780
Madison.....	18,518	3,828	1,245	320	33	353	5,751	6,807	12,558	678
Mahoning (Youngstown).....	245,203	28,204	14,467	36,835	1,772	38,607	306,045	5,082	311,127	1,269
Marion.....	39,559	7,659	3,799	1,805	161	1,966	20,951	5,388	26,339	666
Medina.....	24,550	5,677	2,284	1,079	74	1,153	12,736	7,262	19,998	815
Meigs.....	24,665	8,406	1,148	519	25	544	7,395	3,332	10,727	435
Mercer.....	25,308	4,872	1,367	420	34	454	7,395	6,684	14,079	556
Miami.....	58,235	9,222	4,019	2,421	197	2,618	27,103	8,176	35,279	606
Monroe.....	19,458	2,723	749	296	14	310	4,929	3,518	8,447	434
Montgomery (Dayton).....	253,387	41,807	20,081	19,092	2,487	21,579	190,610	9,452	200,062	790
Morgan.....	13,708	2,191	703	146	14	160	2,875	3,133	6,008	438
Morrow.....	14,664	2,790	784	127	9	136	2,875	5,057	7,932	541
Muskingum.....	54,606	10,824	5,032	2,870	288	3,158	32,453	5,650	38,103	698
Noble.....	16,810	2,139	555	133	5	138	2,875	3,352	6,227	370
Ottawa.....	20,901	4,641	2,318	1,053	69	1,122	12,324	4,609	16,933	810
Paulding.....	17,646	3,165	802	217	8	225	4,108	5,069	9,177	520
Perry.....	33,997	5,536	2,069	777	44	821	11,091	3,000	14,091	414
Pickaway.....	24,287	4,370	1,525	390	43	433	6,983	7,126	14,109	580
Pike.....	13,327	1,941	354	68	4	72	2,466	2,473	4,939	371
Portage.....	34,158	6,855	2,134	2,384	144	2,528	24,648	7,153	31,801	931
Preble.....	21,886	4,554	1,510	535	28	563	7,805	8,617	16,422	750
Putnam.....	26,136	4,955	1,707	281	31	312	6,573	8,298	14,871	569
Richland.....	86,354	11,267	5,559	2,778	406	3,184	32,453	6,673	39,126	453
Ross.....	39,137	6,898	2,383	1,303	108	1,411	16,020	6,375	22,395	572
Sandusky.....	34,949	6,893	3,021	1,383	149	1,532	16,432	7,462	23,894	684
Scioto (Portsmouth).....	73,572	11,945	4,188	3,187	405	3,692	35,329	3,576	38,905	529
Seneca.....	67,570	8,804	4,218	2,044	138	2,182	23,005	9,207	32,212	477
Shelby.....	24,414	4,571	1,701	561	48	609	8,627	6,574	15,201	623
Stark (Canton).....	237,677	33,846	17,576	14,907	1,737	16,644	150,763	9,905	160,668	676
Summit (Akron).....	447,692	47,921	23,938	30,234	1,913	32,148	271,127	4,881	276,008	617
Trumbull.....	131,335	18,794	8,548	4,744	430	5,174	53,815	7,019	60,834	463
Tuscarawas.....	76,455	11,347	5,537	3,038	190	3,228	34,097	5,469	39,566	518
Union.....	19,701	3,361	1,297	265	32	297	5,340	6,765	12,105	614
Van Wert.....	26,568	4,765	1,747	744	53	797	9,860	6,109	15,969	601
Vinton.....	11,372	1,346	355	124	7	131	2,466	1,524	3,990	351
Warren.....	24,219	4,734	1,549	810	69	879	10,270	6,628	16,898	698
Washington.....	51,766	6,413	3,193	1,125	169	1,294	15,200	5,203	20,403	394
Wayne.....	38,940	9,417	3,693	2,587	146	2,733	27,113	12,084	39,197	1,007
Williams.....	23,194	6,032	1,976	569	43	612	9,037	6,986	16,023	691
Wood.....	53,983	9,020	3,706	1,390	111	1,501	18,076	12,571	30,647	568
Wyandot.....	18,347	3,900	1,544	462	41	503	6,573	6,189	12,762	696
<b>TOTAL.....</b>	<b>6,826,000</b>	<b>996,610</b>	<b>454,392</b>	<b>391,012</b>	<b>50,688</b>	<b>441,700</b>	<b>4,107,979</b>	<b>528,797</b>	<b>4,636,776</b>	<b>679</b>

## O K L A H O M A

Adair.....	14,672	990	171	97	2	99	\$2,009	\$1,411	\$3,420	\$233
Alfalfa.....	17,401	3,645	772	210	16	226	3,888	9,301	13,189	758
Atoka.....	22,336	973	152	56	1	57	2,203	3,206	5,409	242
Beaver.....	15,040	2,283	332	89	1	90	2,073	7,854	9,927	660
Beckham.....	20,331	4,562	949	343	40	383	5,183	8,087	13,270	653
Blaine.....	16,797	3,608	604	191	14	205	3,693	6,120	9,813	577
Bryan.....	43,577	3,082	586	259	31	290	6,285	10,170	16,455	378
Caddo.....	36,625	7,676	1,172	384	49	433	7,970	15,526	23,496	642
Canadian.....	23,863	4,142	906	826	57	883	7,515	7,010	14,525	609
Carter.....	55,096	8,310	2,376	2,073	173	2,246	17,752	5,457	23,209	421
Cherokee.....	21,276	1,024	221	59	2	61	2,203	2,683	4,886	230

## OKLAHOMA—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Choctaw.....	34,416	1,941	474	281	10	291	\$4,924	\$4,532	\$9,456	\$275
Cimarron.....	3,678	768	149	9	1	10	510	1,632	2,151	585
Cleveland.....	20,759	3,453	748	336	28	364	4,665	4,829	9,494	457
Coal.....	19,706	985	254	95	5	100	2,138	2,769	4,907	249
Commanche.....	28,515	4,692	1,034	614	56	670	7,386	7,446	14,832	520
Cotton.....	17,858	2,401	370	187	16	203	3,175	6,162	9,337	523
Craig.....	20,514	2,291	418	191	19	210	3,499	3,740	7,239	353
Creek.....	99,341	13,099	3,852	3,288	153	3,441	28,702	5,975	34,677	349
Custer.....	20,060	4,256	772	347	18	365	4,729	6,885	11,614	579
Delaware.....	14,848	961	113	18	.....	18	1,361	2,306	3,667	247
Dewey.....	13,312	2,138	346	57	2	59	2,138	3,813	5,951	447
Ellis.....	12,498	2,039	435	88	8	96	2,138	4,013	6,151	492
Garfield.....	40,150	10,668	3,200	1,485	119	1,604	15,096	9,596	24,692	615
Garwin.....	34,737	4,335	687	328	46	374	6,479	7,931	14,410	415
Grady.....	36,341	7,119	1,445	799	74	873	9,525	11,486	21,011	578
Grant.....	17,207	4,096	817	273	13	286	3,758	9,023	12,781	743
Greer.....	16,956	3,114	588	198	32	230	3,499	8,358	11,857	699
Harmon.....	12,057	1,808	344	126	29	155	2,138	8,679	10,817	897
Harper.....	8,162	1,659	300	48	2	50	1,425	4,492	5,917	725
Haskell.....	20,768	1,308	222	89	4	93	2,332	4,178	6,510	313
Hughes.....	27,886	4,420	1,232	437	105	542	6,674	5,442	12,116	434
Jackson.....	23,705	4,804	919	403	96	499	6,025	17,394	23,419	988
Jefferson.....	18,912	2,601	410	187	14	201	3,240	5,976	9,216	487
Johnston.....	21,547	1,411	166	72	3	75	2,592	4,107	6,699	311
Kay.....	49,468	14,689	4,683	2,456	322	2,778	22,613	8,146	30,759	622
Kingfisher.....	16,779	3,273	546	181	12	193	3,174	7,542	10,716	639
Kiowa.....	24,726	5,320	982	328	46	374	5,766	13,592	19,358	783
Latimer.....	14,846	914	156	94	1	95	1,814	1,456	3,270	220
Le Flore.....	45,788	3,818	670	404	19	423	7,062	6,876	13,938	304
Lincoln.....	35,767	6,294	1,078	344	89	433	7,321	8,541	15,862	443
Logan.....	29,497	4,836	1,095	591	37	628	7,127	6,135	13,262	450
Love.....	13,311	1,163	203	84	4	88	1,814	3,902	5,716	429
McClain.....	20,691	2,251	302	151	12	163	3,110	6,073	9,183	444
McCurain.....	40,584	2,438	443	187	23	210	5,313	5,509	10,822	268
McIntosh.....	28,270	1,800	378	161	23	184	3,693	6,511	10,204	361
Major.....	13,304	2,486	423	124	1	125	2,268	4,797	7,065	531
Marshall.....	15,711	1,060	190	64	6	70	2,008	3,658	5,666	361
Mayes.....	18,018	1,616	224	95	2	97	2,527	3,650	6,177	343
Murray.....	14,042	1,519	284	119	16	135	2,527	2,474	5,001	356
Muskogee (Muskogee).....	67,665	8,680	3,022	2,281	614	2,895	23,972	8,296	32,268	477
Noble.....	14,454	4,048	983	496	29	525	5,756	4,339	10,095	698
Nawata.....	17,022	2,216	517	251	16	267	3,433	2,250	5,683	334
Oklfuskee.....	26,821	3,688	951	455	96	551	6,738	8,724	15,462	577
Oklahoma (Oklahoma City).....	181,463	31,151	10,115	9,017	2,743	11,760	110,275	6,323	116,598	642
Okmulgee.....	84,599	10,001	3,445	2,286	212	2,498	21,122	4,623	25,745	304
Osage.....	52,710	9,969	3,096	2,837	187	3,024	22,741	5,084	27,825	528
Ottawa.....	44,013	8,439	2,256	731	111	842	11,727	2,765	14,492	329
Pawnee.....	20,477	4,243	1,001	583	45	628	7,127	3,755	10,882	532
Payne.....	32,313	7,254	2,017	1,046	70	1,116	11,144	4,827	15,971	494
Pittsburg.....	56,285	5,756	1,428	933	75	1,008	11,533	6,053	17,586	312
Pontotoc.....	33,136	3,690	1,248	459	36	495	6,544	5,564	12,108	365
Pottotatomie.....	49,280	9,575	2,282	854	88	942	10,756	7,768	18,524	376
Pushmataha.....	18,752	1,182	219	49	20	69	2,203	2,469	4,672	249
Roger Mills.....	11,390	1,721	243	27	1	28	1,555	3,201	4,756	418
Rogers.....	18,849	2,684	523	293	11	304	4,082	2,558	6,640	352
Seminole.....	25,491	7,858	1,997	454	84	538	6,220	4,810	11,030	433
Sequoyah.....	28,679	1,510	215	92	9	101	2,916	4,079	6,995	244
Stephens.....	26,437	6,598	1,532	658	76	734	8,229	7,616	15,845	599
Texas.....	14,962	2,957	775	136	26	162	2,851	7,743	10,594	708
Tillman.....	24,018	4,457	802	400	119	519	6,285	17,614	23,899	995
Tulsa (Tulsa).....	202,894	33,004	13,132	9,726	4,109	13,835	123,168	4,020	127,188	626
Wagoner.....	22,882	1,724	329	168	18	186	3,110	4,858	7,968	348
Washington.....	43,737	6,195	2,289	1,905	196	2,101	14,838	1,298	16,136	369
Washita.....	23,808	4,795	779	251	41	292	4,600	14,369	18,969	797
Woods.....	17,066	3,622	768	328	24	352	4,276	6,887	11,163	654
Woodward.....	15,699	2,905	632	268	12	280	3,628	4,298	7,926	505
TOTAL.....	2,426,000	370,061	95,487	56,910	10,920	67,830	707,897	472,702	1,180,599	487

## OREGON

Baker.....	20,669	2,567	1,148	1,078	55	1,133	\$9,555	\$4,666	\$14,221	\$688
Benton.....	15,844	3,012	1,160	487	48	535	8,253	2,884	11,137	703
Clackamas.....	43,424	7,789	2,575	1,962	83	2,045	21,336	7,015	28,351	653
Clatsop.....	26,549	3,137	1,553	1,614	88	1,702	14,061	1,198	15,259	575
Columbia.....	16,093	2,983	1,169	854	36	890	9,337	1,911	11,248	699
Coos.....	25,658	4,930	1,934	1,933	129	2,062	16,558	2,961	19,519	761
Croak.....	3,947	637	191	105	2	107	1,737	1,244	2,981	755
Curry.....	3,487	413	134	135	3	138	1,737	790	2,527	725
Deschutes.....	11,092	3,106	1,167	1,083	63	1,146	8,632	1,515	10,147	915
Douglas.....	24,592	4,029	1,372	1,060	48	1,108	12,759	3,710	16,469	670
Gilliam.....	4,565	614	212	201	6	207	2,226	2,169	4,395	963
Grant.....	6,336	908	318	170	11	181	2,715	1,680	4,395	694
Harney.....	4,602	682	200	112	14	126	2,009	1,567	3,576	777
Hood River.....	9,586	1,810	779	431	39	470	5,158	8,684	13,842	1,444
Jackson.....	23,523	5,995	2,506	1,161	101	1,262	15,473	4,640	20,113	855

## O R E G O N—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Jefferson.....	3,702	397	104	62	6	68	\$1,358	\$931	\$2,289	\$618
Josephine.....	8,825	2,168	746	306	32	338	5,320	1,164	6,484	735
Klamath.....	13,157	4,701	2,079	1,170	115	1,285	11,021	2,815	13,836	1,052
Lake.....	4,601	714	250	200	17	217	2,226	1,392	3,618	786
Lane.....	41,660	10,225	3,659	1,776	175	1,951	24,702	6,101	30,803	739
Lincoln.....	7,014	1,377	506	310	13	323	4,180	954	5,134	641
Linn.....	28,301	4,668	1,629	606	36	642	12,595	7,355	19,950	705
Malheur.....	12,574	1,552	356	269	13	282	4,614	5,356	9,970	793
Marion.....	54,355	11,421	4,440	2,215	168	2,383	30,349	8,589	38,938	716
Morrow.....	6,475	844	278	177	7	184	2,872	3,371	6,248	965
Multnomah (Portland).....	317,807	55,254	24,666	39,571	4,907	44,478	282,525	3,294	285,819	900
Polk.....	16,348	2,695	852	398	21	419	6,895	4,040	10,935	669
Sherman.....	4,411	533	288	215	10	225	2,117	3,337	5,454	1,236
Tillamook.....	10,156	2,241	741	538	25	563	6,407	2,396	8,803	867
Umatilla.....	29,911	4,718	1,737	1,674	176	1,850	15,635	15,609	31,244	1,045
Union.....	19,178	3,014	1,136	1,144	89	1,233	9,772	4,584	14,356	749
Wallowa.....	11,272	1,433	484	280	21	301	4,343	2,919	7,262	644
Wasco.....	15,733	2,185	922	724	67	791	7,546	3,955	11,501	731
Washington.....	30,406	5,312	1,985	1,082	70	1,152	14,712	8,083	22,795	750
Wheeler.....	3,217	262	131	45	7	52	1,194	1,074	2,268	705
Yamhill.....	23,666	4,344	1,330	569	44	613	10,967	5,443	16,410	693
TOTAL.....	902,000	162,670	64,737	65,728	6,732	72,460	592,901	139,396	732,297	813

## P E N N S Y L V A N I A

Adams.....	35,371	5,335	2,713	552	82	634	\$14,019	\$6,752	\$20,771	\$587
Allegheny (Pittsburgh, McKeesport).....	1,597,283	98,365	68,116	166,337	19,498	185,835	1,793,621	5,371	1,798,992	1,126
Armstrong.....	77,291	8,778	4,774	4,019	199	4,218	52,777	4,566	57,343	742
Beaver.....	135,566	12,491	7,985	12,125	591	12,716	136,892	3,229	140,121	1,034
Bedford.....	39,150	5,416	2,115	446	69	515	12,370	4,819	17,189	439
Berks (Reading).....	213,910	24,936	15,955	14,145	2,059	16,204	182,248	13,556	195,804	915
Blair (Altoona).....	147,584	12,492	9,225	10,924	735	11,659	125,348	3,190	128,538	871
Bradford.....	54,378	6,797	3,864	2,086	114	2,200	30,512	10,731	41,243	758
Bucks.....	84,356	13,235	6,912	2,908	389	3,297	49,479	12,177	61,656	731
Butler.....	79,032	10,443	5,919	4,240	350	4,590	57,726	6,059	63,785	807
Cambria (Johnstown).....	216,555	16,295	11,421	12,060	980	13,040	147,613	3,578	151,191	698
Cameron.....	6,441	503	406	302	13	315	3,298	168	3,466	538
Carbon.....	64,085	4,740	3,690	5,481	140	5,621	62,674	1,475	64,149	1,001
Center.....	45,314	5,862	3,388	2,207	119	2,326	30,512	5,010	35,522	784
Chester.....	117,745	16,081	8,989	5,052	698	5,750	77,518	15,828	93,346	793
Clarion.....	36,995	6,313	2,818	1,548	111	1,659	23,915	3,854	27,769	751
Clearfield.....	105,590	9,326	5,206	3,421	281	3,702	51,953	3,108	55,061	521
Clinton.....	34,320	3,198	2,162	1,989	108	2,097	25,563	1,897	27,460	801
Columbia.....	49,451	6,105	3,380	1,541	121	1,662	24,740	5,055	29,795	603
Crawford.....	62,050	9,136	4,985	3,592	256	3,848	48,654	9,504	58,158	937
Cumberland.....	59,914	8,563	5,403	2,355	249	2,604	39,583	7,970	47,553	794
Dauphin (Harrisburg).....	175,257	17,027	11,427	10,700	1,362	12,062	136,892	5,705	142,597	814
Delaware (Chester).....	221,305	22,779	15,804	14,909	3,883	18,792	197,917	2,077	199,994	904
Elk.....	35,779	3,420	1,851	2,143	158	2,301	27,213	974	28,187	788
Erie (Erie).....	174,524	22,768	12,861	11,671	1,484	13,155	147,613	8,306	155,919	893
Fayette.....	192,393	19,647	10,286	11,239	666	11,905	144,315	3,696	148,011	769
Forest.....	7,647	752	314	146	12	158	2,475	356	2,831	370
Franklin.....	63,695	7,307	4,258	1,620	230	1,850	30,512	9,666	40,178	631
Fulton.....	1,191	191	475	33	2	35	1,650	1,716	3,366	342
Greene.....	31,506	5,382	2,370	1,468	107	1,575	21,441	3,271	24,712	784
Huntingdon.....	40,757	4,879	2,605	900	114	1,014	18,143	3,314	21,457	526
Indiana.....	82,755	9,556	4,810	2,866	190	3,056	44,281	5,204	49,485	598
Jefferson.....	63,520	6,193	3,394	2,236	143	2,379	32,986	3,697	36,683	578
Juniata.....	14,794	2,240	875	205	22	227	4,948	3,135	8,083	546
Lackawanna (Scranton).....	300,684	22,788	14,733	25,529	2,294	27,823	290,278	2,913	293,191	975
Lancaster (Lancaster).....	190,621	24,528	14,822	9,367	1,545	10,912	132,769	31,891	164,660	864
Lawrence (New Castle).....	87,495	11,934	6,808	8,282	674	8,956	96,484	3,793	100,277	1,146
Lebanon.....	64,592	7,844	5,229	2,653	287	2,940	41,233	6,505	47,738	739
Lehigh (Allentown).....	193,672	14,662	11,320	8,710	1,454	10,164	117,926	6,133	124,059	641
Luzerne (Wilkes-Barre, Hazleton).....	486,666	30,910	21,232	27,879	2,302	30,181	336,458	4,075	340,533	700
Lycoming (Williamsport).....	84,995	10,031	7,565	6,783	735	7,518	84,105	6,137	90,242	1,062
McKean.....	50,050	6,088	4,580	3,968	439	4,407	51,130	1,435	52,565	1,050
Mercer.....	95,926	12,202	6,783	4,987	408	5,395	69,271	6,319	75,590	788
Mifflin.....	32,156	3,961	2,739	1,415	77	1,492	21,441	2,942	24,383	758
Monroe.....	24,849	4,349	2,524	626	109	735	13,194	1,915	15,109	608
Montgomery (Morristown).....	223,227	31,147	20,935	16,435	5,808	22,243	239,149	9,282	248,431	1,113
Montour.....	14,401	1,238	802	274	44	318	4,948	2,118	7,066	491
Northampton (Easton- Bethlehem).....	184,975	17,219	12,598	11,351	1,286	12,637	143,490	6,682	150,172	812
Northumberland.....	124,862	10,892	7,561	8,506	523	9,029	105,556	5,620	111,176	890
Perry.....	23,397	3,130	1,207	392	18	410	9,071	3,802	12,873	550
Philadelphia (Philadelphia) ..	2,064,153	111,683	83,332	138,007	29,536	167,543	1,779,601	513	1,780,114	862
Pike.....	6,973	1,058	649	160	23	183	3,298	670	3,968	569
Potters.....	21,570	2,538	1,167	555	18	573	9,071	2,718	11,789	547
Schuylkill.....	222,729	17,544	12,173	11,338	731	12,069	150,087	5,019	155,106	696
Snyder.....	17,520	2,521	1,034	203	19	222	5,773	3,625	9,398	536
Somerset.....	83,984	10,486	4,678	2,553	150	2,703	40,408	6,930	47,338	564
Sullivan.....	9,737	1,070	502	322	27	349	4,948	1,046	5,994	616
Susquehanna.....	35,556	3,972	2,006	2,008	47	2,060	25,563	7,780	33,343	938



## PENNSYLVANIA—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Tioga.....	37,964	4,632	2,253	1,132	61	1,193	\$ 18,143	\$ 6,726	\$ 24,869	\$655
Union.....	16,211	2,805	1,356	381	52	433	8,247	3,405	11,652	719
Venango.....	60,533	9,201	4,992	4,329	467	4,796	56,077	2,443	58,520	967
Warren.....	40,937	5,132	3,214	1,895	273	2,168	28,854	3,110	31,964	781
Washington.....	193,301	20,711	9,998	15,596	763	16,359	183,898	7,680	191,578	991
Wayne.....	28,061	4,002	1,822	632	98	730	13,194	6,039	19,233	685
Westmoreland.....	310,965	27,741	15,060	22,132	1,138	23,270	258,941	8,553	267,494	860
Wyoming.....	14,423	2,766	1,202	269	34	303	6,597	2,798	9,395	651
York (York).....	151,776	21,485	13,506	5,949	1,210	7,159	96,484	17,275	113,759	750
TOTAL.....	9,854,000	869,821	551,138	662,078	88,209	750,287	8,247,088	366,906	8,613,994	874

## RHODE ISLAND

Bristol.....	37,519	1,648	1,179	1,249	142	1,391	\$20,069	\$97	\$20,166	\$537
Kent.....	61,465	5,047	2,875	2,597	181	2,778	40,279	219	40,498	659
Newport (Newport).....	69,771	4,407	3,236	2,232	496	2,720	40,768	513	41,281	592
Providence (Cranston, Pawtucket, Providence, Woonsocket).....	507,218	45,790	35,086	37,336	5,890	43,226	369,081	844	369,925	728
Washington.....	40,393	4,181	2,706	1,764	218	1,982	31,507	328	31,835	788
TOTAL.....	716,000	61,073	45,082	45,177	6,930	52,107	501,704	2,001	503,705	704

## SOUTH CAROLINA

Abbeville.....	29,487	1,939	315	387	3	390	\$5,380	\$3,924	\$9,304	\$316
Aiken.....	48,516	4,115	871	342	33	375	6,531	6,617	13,148	271
Allendale.....	17,490	1,206	188	76	.....	76	1,683	2,223	3,906	223
Anderson.....	81,953	8,316	1,250	1,062	103	1,165	16,921	11,957	28,878	352
Bamberg.....	22,775	1,621	309	168	8	176	3,039	2,458	5,497	241
Barnwell.....	25,078	1,999	339	117	13	130	2,670	3,635	6,305	251
Beaufort.....	24,195	1,434	295	230	10	240	3,532	2,374	5,906	244
Berkeley.....	24,509	1,114	145	74	3	77	1,683	1,320	3,012	123
Calhoun.....	19,974	1,138	269	97	4	101	1,930	2,207	4,137	207
Charleston (Charleston).....	125,117	8,358	3,251	5,312	308	5,620	67,026	3,800	70,826	566
Cherokee.....	29,955	2,745	630	257	27	284	4,643	4,120	8,763	293
Chester.....	36,277	3,097	663	440	29	469	6,982	3,959	10,941	302
Chesterfield.....	34,734	3,428	518	214	20	234	4,600	5,344	9,944	286
Clarendon.....	37,895	2,090	269	142	10	152	3,121	3,191	6,312	167
Calleton.....	32,483	2,042	279	114	5	119	2,587	2,463	5,050	155
Darlington.....	41,510	3,235	848	568	41	609	8,871	5,287	14,158	341
Dillon.....	27,465	1,832	352	270	16	286	4,517	4,330	8,847	322
Dorchester.....	21,142	1,698	315	205	17	222	3,450	1,489	4,939	234
Edgefield.....	25,998	1,868	287	132	4	136	2,629	3,213	5,842	225
Fairfield.....	29,508	1,725	270	168	9	177	3,204	2,622	5,826	197
Florence.....	53,766	6,025	1,440	1,388	45	1,433	19,098	5,825	24,923	464
Georgetown.....	23,594	1,457	343	365	15	380	5,093	776	5,869	249
Greenville.....	109,127	13,661	3,878	2,840	375	3,215	41,553	9,527	51,080	468
Greenwood.....	38,887	3,725	777	468	52	520	7,762	3,173	10,935	281
Hampton.....	21,241	1,847	221	118	6	124	2,341	2,100	4,441	209
Harry.....	34,852	2,192	344	116	11	127	2,875	3,629	6,504	187
Jasper.....	10,722	689	98	43	3	46	945	762	1,707	159
Kershaw.....	31,941	2,743	632	308	21	329	5,463	3,908	9,371	293
Lancaster.....	31,104	2,155	327	124	23	147	2,875	3,170	6,045	194
Laurens.....	45,241	3,565	674	434	39	473	7,187	6,476	13,663	302
Lee.....	29,148	1,884	294	92	9	101	2,424	4,009	6,433	221
Lexington.....	38,762	4,461	730	246	7	253	5,339	4,192	9,531	246
McCormick.....	17,866	802	114	56	7	63	1,397	1,627	3,024	169
Marion.....	25,773	2,390	428	272	29	301	4,805	2,809	7,614	295
Marlboro.....	36,050	2,951	587	469	29	498	7,146	5,363	12,509	347
Newberry.....	37,627	3,256	882	342	30	372	6,202	4,062	10,264	273
Oconee.....	32,722	2,723	428	166	21	187	3,655	4,459	8,114	248
Orangeburg.....	69,521	5,883	1,439	580	67	647	10,760	8,095	18,855	271
Pickens.....	30,779	3,497	518	215	25	240	4,312	4,427	8,739	284
Richland (Columbia).....	108,340	10,330	3,627	3,786	286	4,072	49,448	2,350	51,798	478
Saluda.....	23,999	1,511	187	43	9	52	1,520	2,940	4,460	186
Spartanburg.....	100,419	12,109	3,264	1,950	268	2,218	30,146	12,714	42,860	427
Sumter.....	46,763	3,662	1,056	728	59	787	10,924	4,293	15,217	325
Union.....	32,999	2,253	528	285	24	309	4,764	2,818	7,582	230
Williamsburg.....	41,873	1,856	282	132	15	147	3,039	3,927	6,966	166
York.....	53,907	5,602	1,277	1,012	68	1,080	14,621	5,924	20,545	381
TOTAL.....	1,864,000	158,229	36,038	26,953	2,206	29,159	410,693	189,897	600,590	322

## SOUTH DAKOTA

Aurora.....	7,028	1,496	339	165	4	169	\$1,922	\$1,380	\$ 3,302	\$470
Beadle.....	26,333	4,581	1,427	1,213	81	1,294	11,861	3,773	15,634	594
Bennett.....	2,132	342	51	1	.....	1	189	392	581	273
Bon Homme.....	12,228	2,529	759	236	6	242	3,005	2,373	5,378	440
Brookings.....	16,858	3,766	1,060	394	12	406	4,631	3,122	7,753	460
Brown.....	37,664	6,628	2,318	3,230	172	3,402	28,922	5,299	34,221	909
Brule.....	7,912	1,491	387	256	18	274	2,762	941	3,703	468

## S O U T H D A K O T A—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Buffalo.....	1,900	262	30	9	.....	9	\$ 190	\$ 334	\$ 524	\$ 276
Butte.....	7,555	1,281	416	241	10	251	2,491	717	3,208	425
Campbell.....	5,877	1,116	197	102	4	106	1,219	1,781	3,000	510
Charles Mix.....	17,010	3,198	777	587	9	596	5,958	3,532	9,490	558
Clark.....	11,338	2,380	630	242	9	251	2,952	3,345	6,297	555
Clay.....	9,696	2,345	721	292	19	311	3,331	2,282	5,613	579
Codington.....	23,318	3,577	1,343	1,180	92	1,272	11,428	2,410	13,838	593
Corson.....	8,031	1,071	286	146	9	155	1,841	1,707	3,548	442
Custer.....	4,329	756	257	174	.....	174	1,679	243	1,922	444
Davison.....	14,665	3,429	1,322	1,037	40	1,077	9,641	1,394	11,035	752
Day.....	15,833	2,959	703	307	12	319	3,818	3,477	7,295	461
Deuel.....	9,704	1,804	417	139	1	140	1,869	2,070	3,939	406
Dewey.....	5,320	900	245	97	5	102	1,300	604	1,904	358
Douglas.....	7,748	1,727	479	169	10	179	2,085	1,783	3,868	499
Edmonds.....	9,235	1,662	419	142	9	151	1,869	2,131	4,000	433
Fall River.....	7,739	1,358	473	562	5	567	4,956	319	5,275	682
Faulk.....	7,115	1,714	450	132	8	140	1,841	2,057	3,898	548
Grant.....	11,054	2,291	689	286	11	297	3,277	2,287	5,564	503
Gregory.....	13,070	2,023	468	191	9	200	2,681	2,423	5,104	391
Haakon.....	4,992	877	191	84	1	85	1,137	594	1,731	347
Hamlin.....	8,923	1,800	443	151	7	158	2,031	1,983	4,014	450
Hand.....	9,725	1,829	363	154	7	161	1,923	3,154	5,077	522
Hanson.....	6,871	1,303	388	93	1	94	1,273	1,517	2,790	406
Harding.....	4,380	599	121	34	4	38	542	704	1,246	284
Hughes.....	6,327	1,457	427	356	23	379	3,575	625	4,200	664
Hutchinson.....	13,929	3,134	1,022	251	12	263	3,277	3,197	6,474	465
Hyde.....	3,673	800	181	83	2	85	1,029	852	1,881	512
Jackson.....	2,739	540	125	37	1	38	596	252	848	310
Jerauld.....	7,022	1,292	388	74	2	76	1,164	1,165	2,329	332
Jones.....	3,328	599	155	80	2	82	921	459	1,380	415
Kingsbury.....	13,183	3,081	848	298	3	301	3,710	3,223	6,933	526
Lake.....	12,580	2,765	852	447	22	469	4,793	2,228	7,021	558
Lawrence.....	13,435	2,224	967	1,884	62	1,946	16,113	340	16,453	1,225
Lincoln.....	14,392	2,815	857	398	28	426	4,468	2,454	6,922	481
Lyman.....	7,302	1,326	221	61	1	62	1,056	1,038	2,094	287
McCook.....	10,068	2,070	467	160	11	171	2,274	2,165	4,439	441
McPherson.....	7,536	1,594	297	103	.....	103	1,462	2,778	4,240	563
Marshall.....	9,631	1,853	470	145	4	145	2,031	2,002	4,033	419
Meade.....	10,378	1,661	473	176	10	186	2,139	972	3,111	300
Mellette.....	4,265	508	63	22	1	23	433	523	956	224
Miner.....	9,417	1,572	509	116	5	121	1,706	1,986	3,692	392
Minnehaha.....	51,933	9,399	3,747	4,665	318	4,983	42,706	3,610	46,316	892
Moody.....	10,793	1,928	580	167	11	178	2,194	2,042	4,236	392
Pennington.....	13,092	2,593	1,070	1,084	35	1,119	9,749	628	10,377	793
Perkins.....	8,855	1,293	303	127	11	138	1,625	1,120	2,745	310
Potter.....	4,855	1,301	368	101	6	107	1,381	1,396	2,777	572
Roberts.....	18,296	2,997	683	204	12	216	3,087	4,288	7,375	403
Sanborn.....	8,727	1,404	409	157	1	158	1,869	1,643	3,512	402
Shannon.....	2,219	124	33	10	3	13	190	67	257	116
Spink.....	17,469	3,132	942	653	28	681	6,635	5,732	12,367	708
Stanley.....	3,222	512	112	57	5	62	677	231	908	282
Sully.....	3,136	782	169	132	5	137	1,273	1,127	2,400	765
Todd.....	3,084	170	63	30	.....	30	460	262	722	234
Tripp.....	13,262	2,301	456	259	8	267	3,060	2,677	5,737	433
Turner.....	16,476	3,735	1,053	395	17	412	4,604	3,152	7,756	471
Union.....	12,297	2,739	1,027	278	12	290	3,385	2,470	5,855	476
Waltham.....	9,358	1,720	532	597	17	614	5,362	1,518	6,880	735
Washabaugh.....	1,292	55	15	3	.....	3	108	164	272	211
Washington.....	1,685	27	4	1	3	4	108	41	149	88
Yankton.....	16,877	3,050	873	673	41	714	6,581	2,382	8,963	531
Ziebach.....	4,119	428	58	40	.....	40	379	461	840	204
TOTAL.....	704,000	132,075	38,988	26,366	1,287	27,653	270,804	121,398	392,202	557

## T E N N E S S E E

Anderson.....	18,593	1,086	222	162	9	171	\$2,107	\$1,489	\$3,596	\$193
Bedford.....	22,087	1,978	407	160	19	179	2,682	4,391	7,073	320
Benton.....	12,240	770	102	28	.....	28	958	2,011	2,969	243
Bledsoe.....	7,334	339	87	15	2	17	447	995	1,442	197
Blount.....	29,264	2,674	639	406	16	422	4,725	3,015	7,740	264
Bradley.....	18,952	2,182	557	268	46	314	3,448	2,168	5,616	296
Campbell.....	28,720	1,509	384	324	38	362	4,023	1,600	5,623	196
Cannon.....	10,406	374	71	6	.....	6	575	1,881	2,456	236
Carroll.....	24,753	2,175	300	198	14	212	3,193	5,193	8,386	339
Carter.....	21,834	1,399	354	91	5	96	1,788	2,113	3,901	179
Chatham.....	10,201	780	139	27	1	28	830	2,463	3,293	323
Chester.....	9,825	850	71	65	.....	65	1,022	2,453	3,475	354
Claiborne.....	23,661	932	233	140	7	147	2,362	2,639	5,001	211
Clay.....	9,341	291	44	3	3	6	447	1,398	1,845	197
Cocke.....	21,117	1,386	282	144	22	166	2,362	2,962	5,324	252
Coffee.....	17,623	1,074	235	194	22	216	2,490	2,581	5,071	288
Crackett.....	17,719	1,498	166	78	9	87	1,723	5,310	7,033	397
Cumberland.....	10,257	503	126	55	6	61	958	1,089	2,047	200
Davidson (Nashville).....	102,955	23,867	8,912	12,325	1,938	14,263	72,010	5,345	78,355	768
Decatur.....	10,362	576	55	46	1	47	958	2,521	3,479	336

## TENNESSEE—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Dekalb.....	15,617	654	90	22	.....	22	\$ 958	\$2,713	\$ 3,671	\$235
Dickson.....	19,653	1,538	294	155	12	167	2,362	3,360	5,722	291
Dyer.....	30,466	2,818	542	366	51	417	4,917	7,882	12,799	420
Fayette.....	32,006	1,116	133	138	8	146	2,362	5,681	8,043	251
Fentress.....	10,603	467	148	45	5	50	958	760	1,718	162
Franklin.....	20,973	1,610	368	347	30	377	3,768	3,016	6,784	323
Gibson.....	44,087	4,234	591	314	46	360	5,045	11,124	16,169	367
Giles.....	31,446	2,359	549	197	10	207	3,257	5,738	8,995	286
Grainger.....	13,584	694	112	32	7	39	958	2,387	3,345	246
Greene.....	33,352	3,496	484	230	41	271	4,151	8,908	13,059	392
Grundy.....	9,910	471	130	70	8	78	1,022	517	1,539	155
Hamblem.....	15,298	1,829	438	254	24	278	3,065	2,408	5,473	358
Hamilton (Chattanooga).....	152,180	17,912	7,388	8,427	1,331	9,758	77,526	2,755	80,281	528
Hancock.....	10,622	203	19	3	.....	3	4407	1,319	1,766	166
Hardeman.....	22,637	1,330	207	106	5	111	2,107	3,562	5,669	250
Hardin.....	17,569	855	119	25	2	27	1,086	3,425	4,511	257
Hawkins.....	23,287	1,728	310	168	19	187	2,682	3,756	6,438	276
Haywood.....	25,795	1,735	221	203	24	227	2,810	6,111	8,921	346
Henderson.....	18,733	1,057	148	83	2	85	1,724	4,476	6,200	331
Henry.....	27,588	2,521	504	488	34	522	5,237	5,519	10,756	390
Hickman.....	16,477	1,001	169	51	2	53	1,214	2,473	3,687	224
Houston.....	6,312	312	43	4	.....	4	384	1,029	1,413	224
Humphrey.....	13,699	994	149	74	8	82	1,277	3,000	4,347	317
Jackson.....	15,196	718	76	17	2	19	703	2,584	3,287	216
Jefferson.....	17,962	1,179	254	80	6	86	1,533	3,866	5,399	301
Johnson.....	12,427	594	116	25	3	28	830	1,428	2,258	182
Knox (Knoxville).....	57,947	15,738	5,492	6,719	1,084	7,803	62,519	5,142	67,661	428
Lake.....	9,221	807	145	83	16	99	1,341	4,174	5,515	598
Lauderdale.....	21,840	1,918	303	249	28	277	2,938	5,917	8,855	405
Laurens.....	23,973	2,047	277	137	9	146	2,764	4,775	7,539	314
Lewis.....	5,799	475	64	18	.....	18	447	559	1,006	173
Lincoln.....	26,201	2,153	459	219	14	233	3,257	5,063	8,320	318
London.....	16,537	1,560	439	150	8	158	2,299	1,882	4,181	253
McMinn.....	25,538	2,287	679	593	30	623	5,939	2,916	8,855	347
McNairy.....	18,645	865	130	51	2	53	1,469	3,484	4,953	266
Macon.....	15,162	910	74	4	3	7	766	2,246	3,012	199
Madison.....	44,540	5,025	1,466	1,570	121	1,691	14,560	5,926	20,486	460
Marion.....	17,682	1,221	264	255	16	271	2,746	1,820	4,566	258
Marshall.....	17,655	1,815	326	145	12	157	2,107	3,890	5,997	340
Maury.....	35,973	2,841	727	674	74	748	7,216	5,205	12,421	345
Meigs.....	6,175	327	48	4	.....	4	384	1,296	1,680	272
Monroe.....	22,415	1,230	323	153	10	163	2,299	2,655	4,954	221
Montgomery.....	32,784	2,168	574	533	124	657	6,259	6,848	13,107	400
Moore.....	4,563	294	21	3	.....	3	255	787	1,042	228
Morgan.....	13,499	553	138	145	8	153	1,596	826	2,422	179
Obion.....	28,850	2,906	519	257	36	293	3,640	8,102	11,742	407
Overton.....	17,901	599	149	56	1	57	1,277	1,946	3,223	180
Perry.....	7,890	341	53	16	1	17	511	1,868	2,379	302
Pickett.....	5,289	87	14	3	.....	3	255	729	984	186
Polk.....	14,472	1,301	416	228	13	241	2,491	1,150	3,641	252
Putnam.....	22,589	1,225	347	177	12	189	2,682	2,536	5,218	231
Rhea.....	14,034	946	190	89	12	101	1,469	1,765	3,234	230
Roane.....	25,020	2,133	548	472	41	513	5,172	2,149	7,321	293
Robertson.....	26,033	3,305	655	323	43	367	4,471	9,544	14,015	538
Rutherford.....	33,591	3,667	699	394	70	464	5,364	7,733	13,097	390
Scott.....	13,627	642	202	117	15	132	1,596	778	2,374	174
Sequatchie.....	3,690	200	48	5	2	7	255	578	833	226
Sevier.....	22,744	1,060	235	19	8	27	1,277	3,420	4,697	207
Shelby (Memphis).....	243,068	39,700	12,599	16,706	2,911	19,597	154,477	8,421	162,898	670
Smith.....	17,410	1,318	221	32	11	43	1,406	3,887	5,293	304
Stewart.....	14,900	655	71	20	.....	20	958	3,183	4,141	278
Sullivan.....	36,843	6,093	1,700	978	115	1,093	10,601	4,142	14,743	400
Sumner.....	28,154	2,874	460	209	20	229	3,513	5,482	8,995	319
Tipton.....	30,745	1,569	213	196	21	217	2,938	5,542	8,480	276
Trousdale.....	6,093	704	87	22	1	23	1,660	1,326	2,986	477
Unicoi.....	10,283	892	299	449	19	468	3,768	444	4,212	410
Union.....	11,802	517	61	1	3	4	639	1,829	2,468	209
Van Buren.....	2,666	130	27	2	.....	2	128	326	454	170
Warren.....	17,585	1,333	301	119	32	151	2,107	2,649	4,756	270
Washington.....	34,610	4,357	1,344	997	129	1,126	10,345	4,682	15,027	434
Wayne.....	13,084	748	113	27	1	28	895	1,608	2,503	191
Weakley.....	31,553	2,801	393	210	24	234	3,449	8,396	11,845	375
White.....	15,954	853	244	119	3	122	1,660	1,853	3,513	220
Williamson.....	23,786	2,409	492	329	37	366	3,832	5,575	9,407	395
Wilson.....	26,663	2,927	476	172	27	199	3,129	5,761	8,890	333
TOTAL.....	2,502,000	232,194	62,113	61,107	9,009	70,116	638,617	327,299	965,916	386

## TEXAS

Anderson.....	34,110	3,347	605	879	70	949	\$11,536	\$1,947	\$13,483	\$ 395
Andrews.....	348	70	15	3	.....	3	222	56	278	799
Angelina.....	22,146	3,457	738	495	73	568	7,765	1,155	8,920	403
Aransas.....	2,043	349	46	38	8	46	666	30	696	341
Archer.....	5,213	2,220	584	305	60	365	4,215	1,702	5,917	1,126
Armstrong.....	2,790	665	138	55	.....	55	1,109	1,377	2,486	891
Atascosa.....	12,613	2,017	276	175	18	193	3,772	2,981	6,753	535



## T E X A S—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Austin.....	18,748	3,059	479	324	25	349	\$ 5,990	\$ 4,727	\$ 10,717	\$ 572
Bailey.....	505	466	94	6	4	10	144	228	372	735
Bandera.....	3,959	629	83		9	9	887	850	1,737	439
Bastrop.....	26,312	2,926	460	611	53	664	8,652	4,944	13,596	517
Baylor.....	6,985	1,603	270	137	16	153	2,662	3,367	6,029	863
Bee.....	12,062	2,049	386	195	34	229	3,993	2,746	6,739	559
Bell.....	46,129	7,779	1,598	1,450	169	1,619	16,523	11,149	27,672	600
Bexar (San Antonio).....	293,113	41,227	13,682	13,624	2,365	15,989	196,222	8,833	205,055	701
Blanco.....	4,029	606	50	16	7	23	887	1,157	2,044	507
Borden.....	951	153	14	2	1	3	122	418	540	566
Bosque.....	17,911	2,652	342	184	12	196	4,659	5,144	9,803	547
Bowie.....	39,205	5,165	1,313	1,084	103	1,187	15,530	4,982	20,512	523
Brozoria.....	20,464	3,277	658	536	26	562	7,765	2,736	10,501	513
Brozos.....	21,815	2,812	658	403	99	502	6,878	3,255	10,133	464
Brewster.....	4,773	856	229	121	23	144	1,775	101	1,876	393
Briscoe.....	2,910	765	125	8	13	21	387	1,652	2,039	696
Brooks.....	4,512	650	137	68	9	77	1,331	738	2,069	459
Brown.....	21,534	5,665	1,370	592	61	653	9,318	4,667	13,985	649
Burleson.....	16,739	1,852	331	222	29	251	4,215	3,936	8,151	487
Burnet.....	9,430	1,577	132	59	13	72	2,440	3,100	5,540	587
Caldwell.....	24,990	3,683	948	871	204	1,075	11,314	7,446	18,760	751
Callahan.....	4,651	651	111	58	7	65	1,331	1,016	2,347	505
Callahan.....	11,739	3,437	819	227	30	257	4,659	3,483	8,142	694
Cameron.....	36,410	8,642	2,463	1,425	203	1,628	18,858	5,758	24,616	676
Camp.....	11,002	1,056	163	88	10	98	2,440	1,170	3,610	328
Carson.....	3,030	3,865	907	147	12	159	1,240	896	2,136	701
Cass.....	29,829	2,442	329	147	17	164	5,325	3,654	8,979	301
Castro.....	1,906	421	105	11		11	666	1,810	2,476	1,299
Chambers.....	4,106	565	52	37	10	47	887	991	1,878	457
Cherokee.....	36,452	3,964	608	464	44	508	9,762	3,785	13,547	372
Childress.....	10,842	2,660	567	398	49	447	5,546	6,269	11,815	1,090
Clay.....	16,737	2,576	377	284	29	313	5,103	6,186	11,289	674
Coke.....	4,507	987	98	90	8	98	1,775	1,373	3,148	698
Coleman.....	18,666	4,389	714	360	59	419	7,099	7,555	14,654	785
Collin.....	49,283	6,689	1,018	1,055	142	1,197	17,305	16,003	33,308	676
Collingsworth.....	9,076	2,367	357	250	53	303	2,215	4,548	6,763	743
Colorado.....	18,872	3,114	464	387	47	434	6,434	4,642	11,076	587
Comal.....	8,749	2,812	675	428	77	505	5,546	1,486	7,032	804
Comanche.....	25,564	3,049	403	259	13	272	5,990	4,580	10,570	413
Concho.....	5,789	1,366	183	66	16	82	1,775	2,552	4,327	747
Cooke.....	25,483	3,986	813	532	79	611	8,387	7,726	16,113	632
Coryell.....	20,447	2,665	357	195	25	220	5,325	7,374	12,699	621
Cottle.....	6,826	1,517	262	62	47	109	2,440	4,606	7,046	1,032
Crockett.....	1,491	590	165	17	40	57	666	920	1,586	1,064
Crosby.....	6,046	1,914	380	195	26	221	1,328	3,982	5,310	714
Cullberson.....	905	227	41	16	5	21	444	13	457	505
Dallam.....	4,501	1,111	299	443	14	457	3,993	999	4,992	1,109
Dallas (Dallas).....	308,455	55,244	17,725	25,798	4,719	30,517	234,723	13,465	248,188	805
Dawson.....	4,284	1,965	437	271	68	339	1,437	3,192	4,629	1,076
Deaf Smith.....	3,725	1,099	288	202	9	211	2,219	1,575	3,794	1,019
Delta.....	15,797	1,723	193	282	11	293	4,659	3,913	8,572	543
Denton.....	35,140	5,300	942	692	94	786	12,423	10,518	22,941	653
De Witt.....	27,805	5,020	791	430	113	543	8,430	8,537	16,967	610
Dickins.....	5,840	1,526	286	86	27	113	2,440	4,411	6,851	1,194
Dimmit.....	5,264	1,306	217	50	17	67	1,553	256	1,809	344
Donley.....	7,985	1,891	412	263	30	293	3,993	2,995	6,988	875
Duval.....	8,200	929	134	86	14	100	1,997	1,217	3,214	392
Eastland.....	89,679	10,289	2,669	1,480	133	1,613	22,629	3,002	25,631	286
Ector.....	755	734	135	17		17	444	64	508	673
Edwards.....	2,269	586	99	72		81	1,109	1,616	2,725	1,201
Ellis.....	85,858	7,841	1,710	1,481	199	1,680	42,520	18,267	60,787	708
El Paso (El Paso).....	126,731	12,104	4,197	6,095	934	7,029	81,565	5,503	87,068	690
Erath.....	28,206	3,547	544	293	20	313	6,877	4,729	11,606	411
Falls.....	35,988	4,162	562	597	125	722	10,204	11,629	21,833	607
Fannin.....	47,891	5,091	717	521	90	611	12,423	12,226	24,649	515
Payette.....	29,776	5,435	846	490	104	594	9,983	7,904	17,887	601
Fisher.....	10,939	2,097	355	187	13	200	3,550	4,922	8,472	774
Floyd.....	9,698	2,318	466	163	48	211	3,993	6,920	10,913	1,125
Foard.....	4,718	1,253	266	110	18	128	2,219	3,371	5,590	1,185
Ford Bend.....	22,786	3,726	609	420	40	460	7,099	6,692	13,791	605
Franklin.....	9,248	829	51	38	1	39	1,553	1,470	3,023	327
Freestone.....	23,106	2,702	440	419	100	519	7,321	3,295	10,616	459
Frio.....	9,228	1,254	170	100	20	120	2,440	2,014	4,454	483
Gaines.....	1,001	373	56	23	4	27	366	387	753	753
Galveston (Galveston).....	60,766	9,903	2,837	5,531	867	6,398	46,611	595	47,206	777
Garza.....	4,227	1,299	215	37	30	67	1,997	2,175	4,172	987
Gillespie.....	9,951	2,410	407	212	14	226	3,771	3,224	6,995	703
Glasscock.....	551	147	23	7		7	222	226	448	813
Goliad.....	9,291	1,392	229	105	18	123	2,440	3,527	5,967	642
Gonzales.....	28,251	3,940	543	390	94	484	7,987	7,525	15,512	549
Gray.....	4,626	3,505	998	223	39	262	2,884	2,645	5,529	1,195
Grayson.....	111,008	9,754	2,333	2,791	230	3,021	33,053	13,078	46,131	416
Gregg.....	16,653	2,360	387	377	29	406	5,768	1,291	7,059	424
Grimes.....	22,955	2,260	269	314	42	356	5,990	3,380	9,370	408
Guadalupe.....	27,546	4,248	785	452	96	548	7,987	9,228	17,215	625
Hale.....	10,041	3,673	964	234	90	324	3,768	4,231	7,999	785
Hall.....	11,067	2,748	603	201	92	293	3,103	6,580	9,683	874

## TEXAS—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Hamilton.....	14,584	2,524	365	184	8	192	\$ 3,993	\$ 4,257	\$ 8,250	\$ 566
Hansford.....	1,338	683	190	12	4	16	266	568	834	625
Hardeman.....	12,409	2,839	468	417	92	509	5,990	6,028	12,018	968
Hardin.....	15,884	2,369	398	446	55	501	5,768	202	5,970	376
Harris (Houston).....	274,147	54,145	15,388	22,004	3,897	25,901	195,007	3,829	198,836	725
Harrison.....	43,306	4,294	960	1,107	95	1,202	14,420	2,975	17,395	402
Hartley.....	1,101	259	71	11	3	14	444	572	1,016	923
Haskell.....	14,103	2,843	445	230	42	272	5,103	8,198	13,301	943
Hays.....	15,818	2,431	548	432	62	494	6,212	3,268	9,480	599
Hempkill.....	4,242	900	234	168	10	178	1,997	602	2,599	613
Henderson.....	28,148	2,639	333	237	35	272	6,656	3,891	10,547	375
Hidalgo.....	37,863	10,252	2,662	757	141	898	15,751	7,509	23,260	614
Hill.....	43,066	5,856	910	813	105	918	14,420	15,305	29,725	690
Hockley.....	136	754	118	8	3	11	42	56	98	725
Hood.....	8,706	1,075	137	37	4	41	1,775	1,665	3,440	395
Hopkins.....	34,580	2,933	381	316	23	339	7,765	5,064	12,829	371
Houston.....	28,430	2,089	283	203	49	252	5,768	4,570	10,338	364
Howard.....	6,919	2,450	513	430	48	478	4,881	3,245	8,126	1,174
Hudspeth.....	956	298	60	48	5	53	266	346	612	642
Hunt.....	78,572	6,989	1,245	1,116	133	1,249	17,969	10,117	28,086	357
Hutchinson.....	7,160	549	190	1	3	4	222	538	760	106
Irion.....	1,601	438	94	18	7	25	666	389	1,055	659
Jack.....	9,849	1,718	215	113	1	114	2,884	2,069	4,953	503
Jackson.....	11,183	1,347	172	101	13	114	2,884	2,186	5,070	553
Jasper.....	15,481	2,310	270	189	20	209	3,993	413	4,406	285
Jeff Davis.....	1,446	232	64	45	1	46	666	75	741	512
Jefferson (Beaumont).....	111,842	18,195	5,676	7,200	919	8,118	69,668	1,542	71,210	635
Jim Hagg.....	1,912	958	171	55	10	65	887	398	1,285	672
Jim Wells.....	6,555	1,628	279	99	25	124	2,219	1,593	3,812	582
Johnson.....	37,068	5,983	1,069	1,003	66	1,069	14,199	8,172	22,371	603
Jones.....	22,199	4,941	975	565	57	622	9,318	7,762	17,080	769
Karnes.....	18,940	3,151	474	308	95	403	6,434	7,645	14,079	743
Kaufman.....	41,032	4,553	740	896	121	1,017	13,755	9,771	23,526	573
Kendall.....	4,749	1,309	214	128	17	145	2,219	1,233	3,452	727
Kenedy.....	340	64	22	14	12	26	222	38	260	765
Kent.....	3,315	672	104	25	3	28	887	1,217	2,104	635
Kerr.....	5,807	1,831	386	271	51	322	3,550	1,498	5,048	869
Kimble.....	3,559	836	167	46	8	54	1,331	1,248	2,579	725
King.....	651	155	20	3	1	4	122	263	385	593
Kinney.....	3,723	507	60	93	13	106	1,331	546	1,877	504
Kleberg.....	7,790	2,119	504	392	47	439	4,437	868	5,305	681
Knox.....	9,184	2,093	391	188	33	221	3,993	6,042	10,035	1,093
Lamar.....	85,915	5,652	1,289	1,152	148	1,300	17,748	11,087	28,835	336
Lamb.....	1,168	1,531	332	26	10	36	497	199	696	596
Lampasas.....	8,748	2,064	267	167	20	187	3,328	2,212	5,540	633
La Salle.....	4,793	951	157	87	8	95	1,775	1,072	2,847	594
Lavaca.....	28,784	4,479	1,064	902	79	981	12,202	6,770	18,972	659
Lee.....	13,928	1,662	249	96	5	101	2,884	2,139	5,023	361
Leon.....	18,173	1,389	162	84	12	96	3,771	3,144	6,915	381
Liberty.....	14,545	2,900	490	518	52	570	6,877	1,557	8,434	580
Limestone.....	33,081	5,670	1,215	1,163	184	1,347	15,308	10,352	25,660	776
Lipscomb.....	3,661	1,020	220	35	4	39	1,553	1,900	3,453	943
Live Oak.....	4,145	968	139	39	7	46	1,331	1,666	2,997	723
Llano.....	5,327	1,185	126	99	10	109	1,997	645	2,642	496
Lubbock.....	11,034	6,467	1,639	717	126	843	5,536	2,857	8,393	758
Lynn.....	4,720	1,864	303	72	29	101	863	1,860	2,723	576
McCulloch.....	10,948	2,756	501	180	42	222	4,215	4,700	8,915	814
McLennan (Waco).....	110,359	16,224	3,636	3,970	844	4,814	46,589	17,013	63,602	576
McMullen.....	946	198	20	5	1	6	222	200	422	446
Madison.....	11,880	1,051	113	43	9	52	2,219	2,269	4,488	378
Marion.....	10,817	910	138	77	7	84	2,219	690	2,909	269
Martin.....	1,139	606	82	35	12	47	266	526	792	696
Mason.....	4,794	1,210	173	45	7	52	1,553	1,163	2,716	567
Matagorda.....	16,494	2,779	536	477	48	525	6,656	5,938	12,594	764
Maverick.....	7,372	773	179	240	43	283	2,884	83	2,967	402
Medina.....	11,623	2,040	379	211	27	238	3,771	3,893	7,664	659
Menard.....	3,143	896	171	42	18	60	1,331	823	2,154	685
Midland.....	2,433	1,245	306	123	13	136	1,553	593	2,146	571
Milam.....	37,863	4,947	709	678	103	781	11,314	10,261	21,575	570
Mills.....	8,945	1,512	206	57	9	66	2,219	2,568	4,787	535
Mitchell.....	7,462	2,885	666	295	44	339	2,059	2,230	4,289	575
Montague.....	22,050	3,800	718	294	30	324	6,434	5,517	11,951	542
Montgomery.....	17,216	1,824	253	239	14	253	4,215	1,074	5,289	307
Moore.....	556	229	41	18	1	19	22	297	319	595
Morris.....	10,212	1,027	141	63	3	66	2,219	1,367	3,586	351
Motley.....	4,071	1,080	207	72	18	90	1,997	2,681	4,678	1,149
Nacogdoches.....	28,276	3,120	588	333	40	373	7,321	2,467	9,788	346
Navarro.....	78,945	8,160	1,771	1,751	520	2,271	25,291	13,020	38,311	485
Newton.....	12,120	1,110	139	69	7	76	2,219	299	2,518	208
Nolan.....	10,739	3,424	744	442	36	478	6,212	3,344	9,556	890
Neuces.....	22,670	7,215	1,893	1,072	263	1,335	16,639	9,265	25,904	1,143
Ochiltree.....	2,315	971	206	24	9	33	309	1,184	1,493	645
Oldham.....	703	276	79	12	.....	12	244	239	483	690
Orange.....	15,290	2,637	614	787	76	863	8,874	323	9,197	602
Pal Pinto.....	23,292	3,562	827	558	57	615	8,653	1,622	10,275	441
Panola.....	21,626	1,823	156	82	7	89	3,771	2,561	6,332	293
Parker.....	23,243	3,309	550	324	51	375	6,656	3,846	10,502	452

## T E X A S—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Parmer.....	1,687	834	147	18	.....	18	\$ 387	\$ 646	\$ 1,033	\$ 614
Pecos.....	3,833	1,012	256	106	17	123	1,775	1,012	2,787	727
Polk.....	16,678	1,743	228	192	21	213	3,771	1,601	5,372	322
Potter (Amarillo).....	45,764	12,163	4,777	2,343	256	2,599	21,520	863	22,383	490
Presidio.....	12,124	851	286	216	22	238	3,328	451	3,779	312
Rains.....	8,049	702	48	14	1	15	1,331	1,176	2,507	311
Randall.....	3,653	1,154	241	87	12	99	1,553	2,081	3,634	995
Reagan.....	374	1,353	443	30	9	39	361	30	391	270
Real.....	1,452	349	51	14	1	15	666	530	1,196	824
Red River.....	35,601	2,760	419	273	30	303	7,765	7,191	14,956	420
Reeves.....	4,428	900	209	86	5	91	1,775	607	2,382	538
Refugio.....	4,025	1,153	198	76	10	86	1,553	1,580	3,133	778
Roberts.....	1,460	461	79	93	4	97	637	641	1,278	877
Robertson.....	27,755	2,456	375	237	48	285	5,990	5,308	11,298	407
Rockwall.....	8,537	1,813	141	156	18	174	2,884	3,201	6,085	713
Runnels.....	16,966	4,689	844	455	74	529	6,009	6,454	12,463	735
Rusk.....	31,487	2,658	334	175	14	189	5,768	3,960	9,728	309
Sabine.....	12,221	1,413	157	106	7	113	2,662	560	3,222	264
San Augustine.....	13,649	1,144	134	96	5	101	2,440	948	3,388	248
San Jacinto.....	9,805	543	71	22	1	23	1,331	926	2,257	230
San Patricio.....	11,314	2,751	461	368	51	419	5,324	4,299	9,623	851
San Saba.....	9,981	1,555	204	72	16	88	2,440	2,860	5,300	531
Schleicher.....	1,839	576	101	25	10	35	487	736	1,223	663
Scurry.....	8,946	1,936	428	45	14	59	3,106	4,443	7,549	844
Shackelford.....	4,928	2,115	484	229	23	252	3,106	1,238	4,344	881
Shelby.....	27,289	2,983	424	222	22	244	5,990	2,505	8,495	311
Sherman.....	1,463	401	79	10	3	13	444	1,048	1,492	1,020
Smith.....	46,472	5,384	1,167	1,226	72	1,298	16,195	4,306	20,501	441
Somervell.....	3,540	475	35	16	7	23	666	667	1,333	377
Starr.....	11,019	662	91	62	10	72	1,997	621	2,618	238
Stephens.....	15,305	5,945	1,501	1,113	105	1,218	11,980	1,304	13,284	868
Sterling.....	1,046	442	69	57	12	69	666	324	990	946
Stonewall.....	4,060	963	123	63	3	66	1,331	1,573	2,904	715
Sutton.....	1,588	548	110	56	57	113	609	801	1,410	883
Swisher.....	4,360	1,564	396	87	14	101	1,497	1,615	3,112	745
Tarrant (Fort Worth).....	203,708	33,550	10,417	11,583	1,637	13,220	157,479	8,404	165,883	817
Taylor.....	23,928	9,392	2,837	1,350	227	1,577	17,970	7,605	25,575	1,069
Terrell.....	1,585	469	109	99	17	116	1,109	415	1,524	962
Terry.....	2,222	1,108	200	31	14	45	331	503	834	376
Throckmorton.....	3,566	1,202	171	39	10	49	1,331	1,759	3,090	867
Titus.....	18,013	1,407	188	137	12	149	3,993	2,596	6,589	366
Tom Green.....	15,113	6,327	1,596	805	155	960	11,093	2,690	13,783	912
Travis (Austin).....	84,555	11,364	3,346	2,754	575	3,329	31,724	8,351	40,075	474
Trinity.....	13,537	1,255	182	124	13	137	2,884	1,012	3,896	288
Tyler.....	10,349	1,170	143	103	22	125	2,219	433	2,652	256
Upshur.....	22,329	1,970	204	167	3	170	4,659	2,493	7,152	320
Upton.....	252	1,555	489	4	1	5	222	27	249	988
Uvalde.....	10,701	2,106	424	276	48	324	4,215	2,583	6,798	635
Val Verde.....	12,625	2,329	447	416	107	523	5,546	1,319	6,865	544
Van Zandt.....	30,678	2,812	303	260	12	272	6,877	5,475	12,352	403
Victoria.....	18,155	3,138	645	525	78	603	7,321	3,629	10,950	603
Walker.....	18,438	1,437	239	155	34	189	3,993	1,409	5,402	293
Waller.....	10,227	1,275	96	109	20	129	2,662	2,015	4,677	457
Ward.....	2,598	461	76	27	4	31	666	742	1,408	542
Washington.....	26,455	3,493	635	457	62	519	7,765	4,873	12,638	478
Webb.....	28,966	3,859	1,224	976	210	1,186	12,424	546	12,970	448
Wharton.....	24,133	4,182	652	433	79	512	7,987	8,013	16,000	663
Wheeler.....	7,350	2,290	457	118	41	159	3,092	3,791	6,883	936
Wichita (Wichita Falls).....	89,268	18,977	6,419	4,812	1,141	5,953	55,135	3,102	58,237	654
Wilbarger.....	15,016	4,832	1,217	598	168	766	5,096	4,366	9,462	632
Willacy.....	1,026	1,136	231	57	13	70	431	749	1,180	730
Williamson.....	42,661	7,551	1,327	1,135	149	1,284	16,860	17,151	34,011	797
Wilson.....	17,179	2,441	296	197	25	222	4,215	4,825	9,040	526
Wise.....	23,115	2,808	338	221	41	262	5,768	5,199	10,967	474
Wood.....	27,531	2,117	284	272	5	277	6,434	2,972	9,406	342
Yoakum.....	501	94	9	1	.....	1	222	241	463	924
Young.....	13,294	4,726	1,186	701	147	848	9,761	3,365	13,126	987
Zapata.....	2,912	91	15	.....	2	2	444	216	660	227
Zavalla.....	3,088	1,067	170	51	3	54	1,109	264	1,373	445
TOTAL.....	5,487,000	859,618	200,142	177,642	28,611	206,253	2,302,558	849,447	3,152,005	575

## U T A H

Beaver.....	6,121	529	274	242	2	244	\$ 1,943	\$ 1,533	\$ 3,476	\$ 568
Box Elder.....	22,377	2,120	792	422	13	445	5,127	6,589	11,716	524
Cache.....	32,147	2,950	1,423	643	46	689	7,680	8,767	16,447	512
Carbon.....	17,256	2,271	1,212	2,780	48	2,828	15,904	845	16,749	971
Daggett.....	476	21	11	3	.....	3	45	215	260	546
Davis.....	13,637	1,563	596	306	32	338	3,524	3,954	7,478	548
Duchesne.....	10,830	656	280	66	7	73	1,740	1,544	3,284	403
Emery.....	8,827	470	162	158	3	161	1,650	1,883	3,533	300
Garfield.....	5,679	270	145	13	1	14	700	1,531	2,231	393
Grand.....	2,153	145	92	97	13	110	745	915	1,660	771
Iron.....	6,892	671	279	106	15	121	1,627	2,099	3,726	541
Juab.....	11,756	1,171	519	341	59	400	3,456	1,575	5,031	428
Kane.....	2,446	121	62	25	3	28	383	586	969	396



## UTAH—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Millard.....	11,503	1,362	503	187	10	197	\$ 2,846	\$ 4,108	\$ 6,954	\$ 605
Morgan.....	3,028	358	116	66	3	69	745	705	1,450	479
Piute.....	3,299	163	72	10	5	15	452	593	1,045	317
Rich.....	2,251	166	65	19	2	21	362	1,275	1,637	727
Salt Lake (Salt Lake).....	186,105	23,786	12,449	16,193	1,862	18,055	135,845	5,941	141,286	760
San Juan.....	4,024	87	48	16	2	18	406	664	1,070	266
Sanpete.....	20,848	1,481	514	262	35	297	4,022	4,499	8,521	409
Sevier.....	13,436	1,290	469	162	18	180	2,710	4,395	7,105	529
Summit.....	9,364	1,055	572	505	19	524	3,818	1,664	5,482	585
Tovele.....	9,486	1,048	462	529	27	556	3,886	1,565	5,451	575
Uintah.....	10,088	677	329	141	28	169	1,942	2,427	4,369	433
Utah.....	48,583	5,230	2,000	1,103	85	1,188	13,305	8,815	22,120	455
Wasatch.....	5,513	525	205	106	21	127	1,378	1,481	2,859	519
Washington.....	8,063	448	157	40	.....	40	1,130	1,102	2,232	277
Wayne.....	2,500	109	79	25	1	26	317	780	1,097	439
Weber (Ogden).....	51,804	6,375	3,212	4,019	293	4,312	28,713	4,555	33,268	642
TOTAL.....	531,000	57,118	27,099	28,585	2,653	31,238	245,901	76,605	322,506	607

## VERMONT

Addison.....	20,533	3,135	1,413	373	41	414	\$ 7,650	\$ 4,769	\$ 12,419	\$ 605
Bennington.....	23,735	3,331	1,713	1,425	232	1,657	16,412	1,618	18,030	760
Caledonia.....	28,338	3,479	2,165	1,190	162	1,352	15,459	3,324	18,783	663
Chittenden.....	48,079	5,875	3,033	3,258	392	3,650	34,936	3,934	38,870	808
Essex.....	8,100	834	450	338	9	347	3,882	1,057	4,939	610
Franklin.....	33,029	3,822	2,239	1,460	104	1,564	17,616	5,266	22,882	693
Grand Isle.....	4,162	601	204	88	8	96	1,531	729	2,260	543
Lamaille.....	13,045	1,599	825	216	37	253	4,653	2,215	6,868	526
Orange.....	19,007	2,405	1,094	434	52	486	7,309	3,357	10,666	561
Orleans.....	26,304	3,148	1,718	921	89	1,010	12,575	4,710	17,285	675
Rutland.....	50,834	7,585	3,892	3,040	387	3,427	34,255	4,831	39,086	769
Washington.....	42,813	6,017	3,347	2,598	332	2,930	29,397	3,401	32,798	766
Windham.....	29,010	3,974	2,375	1,542	182	1,724	18,455	2,011	20,466	705
Windsor.....	40,682	5,182	3,234	1,684	250	1,934	22,882	3,578	26,460	650
TOTAL.....	352,000	50,987	27,702	18,567	2,277	20,844	227,012	44,800	271,812	772

## VIRGINIA

Accomac.....	35,435	5,157	886	451	28	479	\$ 6,817	\$ 16,603	\$ 23,420	\$ 661
Albemarle.....	37,368	5,441	1,442	2,522	175	2,697	22,698	5,036	27,734	742
Alleghany.....	21,892	2,700	899	1,773	81	1,857	15,157	716	15,873	725
Amelia.....	9,980	794	109	58	6	64	1,088	2,059	3,147	315
Amherst.....	20,135	1,311	329	140	9	149	2,176	3,340	5,516	274
Appomattox.....	9,425	947	213	78	7	85	1,306	1,804	3,110	330
Arlington.....	34,727	5,974	1,210	1,734	176	1,910	17,115	89	17,204	495
Augusta.....	35,309	6,104	1,403	1,106	136	1,242	12,754	9,132	21,886	620
Bath.....	6,507	986	244	156	16	175	1,813	852	2,665	410
Bedford.....	31,233	2,382	564	228	26	254	3,699	5,390	9,089	291
Bland.....	5,696	350	56	9	1	10	435	897	1,332	234
Botetourt.....	16,862	1,712	375	116	11	127	2,103	2,696	4,799	285
Brunswick.....	21,412	1,768	232	404	15	419	4,351	3,517	7,868	367
Buchanan.....	15,725	286	110	42	6	48	1,088	1,149	2,237	142
Buckingham.....	19,232	839	119	35	7	42	1,161	2,472	3,633	189
Campbell (Lynchburg).....	75,339	6,750	2,445	2,387	536	2,923	26,325	3,481	29,806	396
Caroline.....	16,248	1,610	233	86	13	96	1,885	2,585	4,470	275
Carroll.....	21,675	734	154	16	5	21	1,233	2,283	3,516	162
Charles City.....	4,881	457	57	14	4	18	435	518	953	195
Charlotte.....	17,863	1,740	240	122	5	127	2,103	3,529	5,632	315
Chesterfield.....	20,873	1,702	261	242	18	260	2,901	1,825	4,726	226
Clarke.....	7,297	963	212	60	13	73	1,161	2,010	3,171	435
Craig.....	4,175	447	74	11	2	13	363	597	960	230
Culpeper.....	13,537	1,722	333	192	19	211	2,538	2,774	5,312	392
Cumberland.....	9,279	586	69	18	.....	18	580	1,788	2,368	255
Dickenson.....	13,791	390	169	114	6	120	1,740	883	2,623	190
Dinwiddie (Petersburg).....	49,862	4,487	1,028	1,516	201	1,717	16,389	2,707	19,096	383
Elizabeth City.....	25,714	3,016	1,105	1,045	85	1,133	10,153	551	10,704	416
Essex.....	8,699	716	132	16	4	20	1,306	1,582	2,888	332
Fairfax.....	22,347	2,402	702	402	39	441	4,931	3,586	8,517	381
Fauquier.....	22,271	2,806	570	323	49	372	4,351	4,529	8,880	399
Floyd.....	13,356	942	175	10	2	12	871	1,928	2,799	210
Fluvanna.....	8,704	743	123	39	4	41	871	913	1,784	205
Franklin.....	26,767	1,888	281	109	8	117	2,321	4,726	7,047	263
Fredrick.....	19,700	3,132	1,118	531	74	605	6,381	4,019	10,400	528
Giles.....	12,120	1,041	287	163	9	172	2,103	1,170	3,273	270
Gloucester.....	12,021	1,159	287	46	7	53	1,306	1,208	2,514	209
Goochland.....	9,026	776	103	43	5	48	943	1,106	2,049	227
Grayson.....	20,181	1,364	330	77	6	83	1,885	2,565	4,450	221
Greene.....	6,486	423	50	5	2	7	435	975	1,410	217
Greenville.....	11,820	958	198	214	22	240	2,611	2,049	4,660	394
Halifax.....	42,135	3,627	429	401	40	441	5,657	7,466	13,123	311
Hanover.....	18,421	2,332	415	311	29	340	3,844	2,580	6,424	349
Henrico (Richmond).....	245,826	26,432	8,609	15,944	2,671	18,304	153,453	2,445	155,898	634
Henry.....	20,610	2,191	662	315	43	358	4,134	2,180	6,314	306

## VIRGINIA—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Highland.....	5,022	500	101	4	.....	4	\$ 435	\$ 762	\$ 1,197	\$ 238
Ile of Wight.....	14,699	1,652	178	57	11	68	1,523	2,309	3,832	261
James City.....	6,251	943	206	137	11	148	1,595	777	2,372	379
King and Queen.....	9,330	737	90	19	.....	19	798	1,216	2,014	216
King George.....	5,776	872	128	32	.....	32	652	1,041	1,693	293
King William.....	8,900	942	134	114	16	130	1,595	964	2,559	656
Lancaster.....	9,937	1,139	205	58	6	64	1,306	863	2,169	218
Lee.....	25,758	1,667	433	118	9	127	2,611	2,382	4,993	194
Loudoun.....	20,956	2,879	721	239	48	287	3,917	5,901	9,818	469
Louisiana.....	17,403	1,417	201	77	8	85	1,740	1,712	3,452	198
Lunenburg.....	15,541	1,385	207	45	19	64	1,450	2,998	4,448	286
Madison.....	9,772	1,006	161	31	11	42	943	2,000	2,943	301
Mathews.....	8,602	1,022	284	70	4	74	1,306	889	2,195	255
Mecklenburg.....	31,782	2,876	411	350	40	390	5,004	6,121	11,125	350
Middlesex.....	8,307	858	232	40	2	42	1,016	1,054	2,070	249
Montgomery.....	23,649	2,679	787	514	33	547	5,947	2,566	8,513	360
Nansemond.....	29,862	3,072	712	598	113	711	7,470	4,261	11,731	393
Nelson.....	17,595	1,707	310	194	13	207	2,756	3,075	5,831	331
New Kent.....	4,625	480	68	21	1	22	507	570	1,077	233
Norfolk (Portsmouth-Norfolk).....	304,164	19,674	7,003	13,448	1,417	14,865	155,606	3,153	158,759	522
Northampton.....	18,180	2,471	481	574	38	552	5,657	10,878	16,535	910
Northumberland.....	11,730	1,721	224	49	17	66	1,523	1,304	2,827	241
Nottoway.....	14,422	1,758	400	449	39	488	4,714	1,747	6,461	448
Orange.....	13,565	1,529	323	178	31	209	2,538	1,980	4,518	333
Page.....	15,042	1,339	276	226	18	244	2,756	1,753	4,509	300
Patrick.....	17,160	769	130	61	8	69	1,306	3,102	4,408	257
Pittsylvania.....	109,460	8,549	1,689	1,739	241	1,980	20,016	10,984	31,000	283
Powhatan.....	6,673	665	74	24	5	29	580	1,471	2,051	307
Prince Edward.....	15,039	1,289	361	184	33	217	2,538	2,259	4,797	319
Prince George.....	14,575	1,681	392	218	84	302	3,408	1,079	4,487	308
Princess Anne.....	13,877	1,611	316	278	14	292	3,408	1,958	5,366	387
Prince William.....	13,911	2,055	512	127	27	154	2,103	2,925	5,028	361
Pulaski.....	17,426	1,656	536	307	27	334	3,626	1,499	5,125	294
Rappahannock.....	8,218	624	117	25	1	26	580	1,884	2,464	300
Richmond.....	7,571	796	120	36	1	37	798	1,190	1,988	263
Roanoke (Roanoke).....	102,046	11,444	4,539	5,323	685	6,008	51,635	2,402	54,037	530
Rockbridge.....	24,968	3,043	682	374	66	440	5,076	3,367	8,443	338
Rockingham.....	36,583	5,540	1,326	588	70	658	7,832	7,939	15,771	431
Russell.....	27,279	1,474	369	141	23	164	2,683	2,446	5,129	188
Scott.....	25,232	950	178	62	7	69	1,740	3,098	4,838	192
Shenandoah.....	21,191	2,690	596	193	19	212	3,263	4,824	8,087	382
Smyth.....	22,532	2,083	443	166	41	207	3,046	1,428	4,474	195
Southampton.....	28,062	2,744	383	222	38	260	3,844	5,854	9,698	346
Spotsylvania.....	16,756	2,109	563	513	23	536	5,439	1,745	7,184	429
Stafford.....	8,253	554	94	22	1	23	580	1,864	2,444	296
Surry.....	9,476	982	88	50	13	63	1,088	1,234	2,322	245
Sussex.....	13,070	1,499	141	88	20	108	1,813	2,517	4,330	331
Tazewell.....	28,352	2,822	681	710	75	785	7,687	1,845	9,532	336
Warren.....	9,015	924	264	110	6	116	1,522	1,570	3,092	343
Warwick (Newport News).....	80,378	4,253	1,661	1,847	141	1,988	32,275	383	32,658	407
Washington.....	39,825	3,200	866	831	95	926	9,210	4,896	14,106	354
Westmoreland.....	10,428	967	143	36	7	43	1,088	1,547	2,635	253
Wise.....	47,356	4,377	1,274	1,202	94	1,296	12,619	1,303	13,922	294
Wythe.....	20,589	1,576	457	231	24	255	3,191	2,775	5,966	290
York.....	8,194	912	152	47	.....	47	871	624	1,495	182
TOTAL.....	2,575,000	244,450	62,465	66,658	8,415	75,073	769,200	270,598	1,039,798	400

## WASHINGTON

Adams.....	10,404	1,315	390	352	15	367	\$ 4,439	\$ 3,376	\$ 7,815	\$ 751
Asotin.....	7,750	1,040	488	195	3	198	3,699	838	4,537	585
Benton.....	12,914	1,861	614	436	15	451	6,871	3,406	10,277	796
Clehan.....	23,770	6,322	2,447	2,248	223	2,471	19,448	12,712	32,160	1,353
Clellam.....	13,475	2,879	1,202	985	55	1,040	9,830	1,560	11,390	845
Clarke.....	36,874	6,684	2,407	1,614	57	1,671	19,131	4,578	23,709	643
Columbia.....	7,222	850	344	384	25	409	3,700	4,040	7,740	1,072
Cowlitz.....	12,976	4,798	1,935	1,411	92	1,503	15,750	1,744	17,494	1,348
Douglas.....	11,131	722	251	230	10	240	3,593	4,195	7,788	700
Ferry.....	6,095	456	161	155	1	156	2,536	708	3,244	532
Franklin.....	6,965	982	369	778	10	788	4,545	1,063	5,608	805
Garfield.....	4,593	643	312	430	42	472	2,854	2,824	5,678	1,236
Grant.....	9,149	1,216	307	265	7	272	4,228	2,152	6,380	697
Grays Harbor.....	50,025	9,598	4,275	6,758	428	7,186	43,653	2,047	45,700	914
Island.....	6,504	1,061	254	111	3	114	2,749	1,700	4,449	684
Jefferson.....	7,771	971	405	399	10	409	3,911	486	4,397	566
King (Seattle).....	477,500	69,509	30,294	48,955	6,355	55,300	383,555	8,380	346,935	727
Kitsap.....	37,296	4,550	1,911	2,137	81	2,218	20,718	2,184	22,902	614
Kittitas.....	20,020	2,539	1,081	1,493	52	1,545	12,684	3,453	16,137	799
Klickitat.....	10,981	1,627	549	366	22	388	5,391	3,727	9,118	830
Lewis.....	41,653	7,512	2,545	2,543	117	2,660	28,116	4,921	33,037	793
Lincoln.....	17,934	2,490	816	659	44	703	8,456	6,767	15,223	849
Mason.....	5,817	1,518	625	614	21	482	3,911	569	4,480	770
Okanogan.....	19,237	2,429	862	519	22	541	9,196	5,343	14,539	756
Pacific.....	16,627	2,191	876	1,235	63	1,298	11,204	800	12,004	722

## WASHINGTON—(Continued)

Counties  Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Pend Oreille.....	7,541	828	397	444	12	456	\$ 4,334	\$ 417	\$ 4,751	\$ 630
Pierce (Tacoma).....	169,233	24,743	10,338	15,951	1,388	17,339	114,578	5,595	120,173	710
San Juan.....	4,272	581	117	154	7	161	1,798	785	2,583	605
Skagit.....	36,546	5,641	2,146	2,104	119	2,223	22,302	6,050	28,352	776
Skamania.....	2,793	464	179	152	9	161	1,480	410	1,890	677
Snokomish.....	83,906	12,154	5,222	4,016	333	4,349	47,776	6,717	54,493	649
Spokane (Spokane).....	152,590	22,369	9,906	22,561	1,451	24,012	127,326	10,279	137,605	898
Stevens.....	24,598	2,622	943	594	30	624	10,570	3,398	13,968	568
Thurston.....	25,500	5,976	2,249	2,039	142	2,181	18,604	2,104	20,708	812
Wahkiakum.....	4,115	328	151	238	19	257	1,586	701	2,287	556
Walla Walla.....	32,631	4,859	2,122	2,250	225	2,476	20,188	8,762	28,950	887
Whatcom.....	55,984	9,790	3,666	2,818	247	3,065	39,638	7,423	47,061	841
Whitman.....	37,115	5,102	2,167	1,697	106	1,803	19,660	16,895	36,555	985
Yakima.....	74,267	13,277	5,158	3,802	310	4,118	47,987	25,889	73,876	995
TOTAL.....	1,587,000	244,497	100,481	133,932	12,177	146,109	1,066,995	178,998	1,245,993	785

## WEST VIRGINIA

Barbour.....	18,965	1,978	659	378	14	392	\$ 4,928	\$ 2,539	\$ 7,467	\$ 394
Berkeley.....	26,185	3,404	1,391	987	47	1,034	10,582	4,073	14,655	560
Boone.....	15,966	1,453	675	438	17	455	5,073	951	6,024	377
Braxton.....	25,542	904	295	336	7	343	4,565	3,199	7,764	304
Brooke.....	17,292	1,866	972	1,541	73	1,614	13,119	1,290	14,409	833
Cabell (Huntington).....	97,881	10,626	5,532	5,521	1,120	6,641	57,187	3,110	60,297	616
Calhoun.....	10,374	550	226	96	6	102	1,668	2,107	3,775	364
Clay.....	11,723	391	196	110	5	115	1,812	1,328	3,140	268
Doddridge.....	12,265	850	244	189	10	199	2,464	1,243	3,707	302
Fayette.....	91,248	4,950	2,554	2,753	135	2,888	26,021	1,758	27,779	304
Gilmer.....	10,817	734	207	150	.....	150	2,102	1,971	4,073	377
Grant.....	9,955	908	237	71	1	72	1,450	1,307	2,757	277
Greenbrier.....	28,043	3,138	1,147	579	52	631	7,538	4,209	11,747	419
Hampshire.....	11,963	1,478	305	69	6	75	1,885	3,002	4,887	409
Hancock.....	21,110	2,511	1,280	2,006	50	2,056	16,816	894	17,710	839
Hardy.....	10,619	994	173	38	3	41	1,232	2,000	3,232	304
Harrison.....	80,785	8,092	3,627	4,209	267	4,476	40,444	2,799	43,243	535
Jackson.....	19,641	1,186	312	112	12	124	2,537	4,561	7,098	361
Jefferson.....	16,399	2,062	741	303	41	344	4,493	4,415	8,908	543
Kanawha (Charleston).....	174,744	13,043	6,955	7,878	1,135	9,013	103,279	4,159	107,438	615
Lewis.....	21,648	1,858	831	804	41	845	8,263	2,441	10,704	495
Lincoln.....	20,459	637	291	128	13	141	2,464	2,614	5,078	248
Logan.....	43,401	4,586	2,286	2,589	120	2,709	23,483	649	24,132	556
McDowell.....	102,546	6,181	2,441	4,179	169	4,348	36,096	1,159	37,255	363
Marion.....	59,406	7,171	3,513	4,824	230	5,054	42,111	2,618	44,729	753
Marshall.....	36,286	3,661	1,692	1,868	127	1,995	17,758	3,815	21,573	595
Mason.....	22,760	1,535	488	306	15	321	4,349	4,102	8,451	371
Mercer.....	53,859	5,228	2,380	3,765	304	4,069	33,994	2,503	36,497	678
Mineral.....	20,970	2,179	910	1,019	34	1,053	9,639	1,279	10,918	521
Mingo.....	28,189	1,828	892	1,781	83	1,864	15,511	945	16,456	584
Monongalia.....	36,216	5,152	2,406	2,579	162	2,741	24,064	2,782	26,846	741
Monroe.....	13,544	1,314	300	105	7	112	2,102	3,011	5,113	378
Morgan.....	9,241	898	359	231	10	241	2,681	1,170	3,851	417
Nicholas.....	21,927	1,279	448	348	27	375	4,639	1,966	6,605	301
Ohio (Wheeling).....	94,715	8,388	4,595	8,420	1,547	9,967	78,278	1,490	79,768	842
Pendleton.....	10,684	888	170	18	1	19	1,015	2,090	3,105	291
Pleasants.....	8,168	744	202	222	8	230	2,392	967	3,359	411
Pocahontas.....	15,605	1,426	439	214	17	231	3,189	1,920	5,109	328
Preston.....	28,986	3,634	1,163	623	9	632	7,829	4,135	11,964	413
Putnam.....	18,404	1,155	383	250	7	257	3,334	2,878	6,212	338
Raleigh.....	44,025	4,158	2,455	2,052	104	2,156	19,570	1,855	21,425	487
Randolph.....	29,665	2,267	1,006	697	56	753	7,973	2,390	10,363	349
Ritchie.....	18,268	2,111	577	463	8	471	5,292	1,718	7,010	384
Roane.....	22,277	1,405	610	243	22	265	3,697	3,169	6,866	308
Summers.....	21,119	1,185	578	747	19	766	6,958	2,096	9,054	429
Taylor.....	20,732	1,962	938	1,189	21	1,210	10,729	1,291	12,020	580
Tucker.....	18,572	977	419	413	10	423	4,349	1,074	5,423	292
Tyler.....	15,689	1,380	438	375	69	444	4,566	1,432	5,998	382
Upshur.....	19,746	1,550	683	303	38	341	4,266	2,249	6,515	330
Wayne.....	28,787	1,311	456	393	29	422	5,146	2,592	7,738	269
Webster.....	12,784	443	229	107	5	112	1,739	1,077	2,816	220
Wetzel.....	25,528	2,255	860	566	63	629	6,928	2,372	9,300	365
Wirt.....	8,329	433	115	37	.....	37	870	1,481	2,351	282
Wood.....	46,817	5,484	3,121	3,141	329	3,470	29,717	3,641	33,358	713
Wyoming.....	16,788	1,042	567	573	26	599	5,580	1,317	6,897	411
<b>TOTAL.....</b>	<b>1,724,000</b>	<b>148,823</b>	<b>66,969</b>	<b>73,335</b>	<b>6,732</b>	<b>80,067</b>	<b>749,796</b>	<b>125,203</b>	<b>874,999</b>	<b>508</b>

## WISCONSIN

Adams.....	9,749	1,244	271	224	.....	224	\$ 1,682	\$ 2,143	\$ 3,825	\$ 392
Ashland.....	25,758	2,610	1,118	1,024	52	1,076	7,175	1,321	8,496	330
Barron.....	35,986	6,183	1,811	655	26	681	6,278	8,278	14,556	404
Bayfield.....	18,047	1,847	516	193	8	201	2,243	1,988	4,231	234
Beacon (Green Bay).....	72,026	9,854	5,156	3,391	403	3,794	23,544	7,578	31,122	432



## WISCONSIN—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Buffalo.....	16,393	2,992	1,170	363	11	374	\$ 3,140	\$ 5,821	\$ 8,961	\$ 547
Burnett.....	11,269	1,663	315	93	6	99	1,233	2,340	3,573	317
Calumet.....	18,087	3,426	1,501	582	21	603	4,485	5,537	10,022	554
Chippewa.....	38,289	6,357	2,099	1,074	77	1,151	8,632	7,593	16,225	424
Clark.....	36,859	6,171	1,768	618	32	650	6,054	10,468	16,522	448
Columbia.....	31,995	6,585	2,536	1,195	80	1,275	9,305	8,544	17,849	558
Crawford.....	17,617	2,834	849	291	18	309	2,914	4,015	6,929	393
Dane (Madison).....	117,675	20,527	8,912	7,905	849	8,754	75,649	18,424	94,073	797
Dodge.....	53,242	8,913	2,985	1,801	109	1,910	13,239	16,062	29,301	550
Door.....	20,003	3,265	1,169	287	11	298	3,027	4,111	7,138	356
Douglas (Superior).....	59,461	5,146	2,562	3,264	220	3,484	20,068	1,807	21,875	368
Dunn.....	28,312	5,008	1,590	480	26	507	4,821	8,437	13,258	468
Eau Claire.....	37,541	5,836	2,509	2,033	139	2,172	13,454	4,676	18,130	483
Florence.....	3,769	483	123	93	5	98	784	482	1,266	336
Fond du Lac.....	67,045	11,121	5,170	3,123	258	3,381	21,974	11,907	33,881	505
Forest.....	10,341	1,364	498	183	14	197	1,793	524	2,317	224
Grant.....	40,988	8,475	2,877	1,028	39	1,067	8,857	11,151	20,008	488
Green.....	22,630	4,904	2,043	1,076	37	1,113	7,399	10,103	17,502	773
Green Lake.....	15,604	3,088	1,106	380	42	423	3,588	3,641	7,229	463
Iowa.....	22,553	3,854	1,175	640	23	664	4,933	6,736	11,669	517
Iron.....	10,749	997	561	305	13	318	2,354	423	2,777	258
Jackson.....	18,608	2,959	721	255	6	261	2,691	5,200	7,891	424
Jefferson.....	36,743	7,841	3,126	1,749	121	1,870	12,669	10,673	23,342	635
Juneau.....	20,144	3,050	1,063	415	5	420	3,588	3,864	7,452	370
Kenosha (Kenosha).....	71,592	7,897	4,355	4,970	469	5,439	30,382	4,201	34,583	483
Kewaunee.....	16,882	2,906	1,225	266	29	295	2,914	4,854	7,768	460
La Crosse (La Crosse).....	44,324	7,630	3,714	2,653	442	3,095	18,722	4,440	23,162	523
La Fayette.....	20,987	3,749	1,215	504	15	519	4,260	6,993	11,253	536
Langlade.....	22,529	3,217	1,247	770	42	812	5,718	2,628	8,346	370
Lincoln.....	22,123	3,418	1,401	735	58	793	5,830	2,133	7,963	360
Manitowoc.....	61,699	9,100	4,612	2,555	224	2,779	18,162	9,877	28,039	454
Marathon.....	70,529	10,447	4,105	2,140	252	2,392	17,377	10,943	28,320	402
Marquette.....	36,081	4,813	1,809	1,141	99	1,240	8,632	3,536	12,168	337
Marquette.....	10,961	2,101	574	144	2	146	1,682	2,546	4,228	386
Milwaukee (Milwaukee).....	642,160	81,450	45,217	78,291	8,762	87,053	592,407	3,128	595,535	927
Monroe.....	30,106	5,052	1,653	730	21	751	6,054	8,072	14,126	469
Oconto.....	28,465	4,098	1,223	537	19	556	4,933	4,619	9,552	336
Oneida.....	14,703	2,472	1,014	609	73	682	4,821	859	5,680	366
Outagamie.....	65,844	9,308	4,032	3,009	276	3,285	20,740	8,427	29,167	443
Ozaukee.....	17,160	3,134	1,452	732	45	777	5,270	4,249	9,519	555
Pepin.....	7,865	1,585	510	154	6	160	1,569	2,343	3,912	497
Pierce.....	22,784	4,483	1,635	552	15	567	4,821	7,059	11,880	521
Polk.....	28,251	5,375	1,411	370	15	385	4,372	7,867	12,239	433
Portage.....	35,378	5,056	1,651	1,030	59	1,089	7,960	5,280	13,240	374
Price.....	19,481	2,505	756	511	35	546	4,148	1,902	6,050	311
Racine (Racine).....	100,257	12,181	6,620	7,309	643	7,952	66,708	5,967	72,675	724
Richland.....	20,822	3,711	1,063	362	18	380	3,475	6,119	9,594	461
Rock.....	71,455	13,730	6,306	4,646	391	5,037	30,606	10,049	40,655	569
Rusk.....	17,221	2,224	602	327	12	339	2,914	2,321	5,235	304
St. Croix.....	27,397	4,715	1,374	601	39	640	5,381	8,635	14,016	512
Sauk.....	38,885	6,196	2,632	1,246	80	1,326	9,305	9,148	18,453	475
Sawyer.....	8,655	1,259	306	105	10	115	1,233	943	2,176	251
Shawano.....	35,667	5,728	1,764	493	37	530	5,381	7,012	12,393	347
Sheboygan (Sheboygan).....	67,935	11,343	5,853	4,585	530	5,115	29,821	9,785	39,606	583
Taylor.....	18,955	2,513	662	182	25	207	2,466	3,172	5,638	297
Trempealeau.....	25,737	5,182	1,665	580	17	597	5,157	7,991	13,148	511
Vernon.....	30,720	5,439	1,735	534	21	555	5,157	8,184	13,341	434
Vilas.....	5,931	1,323	392	202	24	221	1,569	324	1,893	319
Walworth.....	30,799	6,657	2,684	1,459	132	1,591	10,650	9,747	20,397	662
Washburn.....	11,943	1,605	434	315	14	329	2,354	1,746	4,100	343
Washington.....	26,993	5,171	2,232	992	68	1,060	7,512	8,053	15,565	577
Waukesha.....	59,909	9,205	3,950	2,377	203	2,580	16,816	11,147	27,963	467
Waupaca.....	36,914	7,272	2,397	1,197	58	1,255	9,305	7,181	16,486	447
Waushara.....	17,555	3,182	758	145	8	153	2,018	4,159	6,177	352
Winnebago (Oshkosh).....	63,967	10,005	5,092	4,157	661	4,818	28,140	7,044	35,184	550
Wood.....	37,369	6,668	2,487	1,624	131	1,755	11,659	5,375	17,034	456
TOTAL.....	2,953,000	453,702	193,048	170,561	16,731	187,292	1,279,214	423,905	1,703,119	570

## WYOMING

Albany.....	12,563	1,934	881	1,743	112	1,855	\$ 7,167	\$ 2,284	\$ 9,451	\$ 752
Big Horn.....	15,487	1,432	508	935	12	948	4,291	3,323	7,614	492
Campbell.....	6,694	667	213	116	7	123	1,079	2,707	3,786	566
Carbon.....	12,183	1,870	772	1,930	117	2,047	7,505	6,197	13,702	1,125
Converse.....	10,067	1,340	362	502	19	521	2,791	2,592	5,383	535
Crook.....	7,066	588	205	75	3	78	888	2,452	3,340	473
Fremont.....	15,113	1,222	573	697	40	737	3,510	3,858	7,168	474
Goshen.....	10,315	1,535	390	149	4	153	1,713	6,021	7,734	750
Hot Springs.....	6,605	848	426	629	41	670	2,727	1,216	3,943	597
Johnson.....	5,906	683	245	182	14	196	1,237	2,687	3,924	664
Laramie.....	26,352	3,959	1,530	2,882	205	3,087	11,838	3,622	15,460	587

## WYOMING—(Continued)

Counties (Cities in Parentheses)	Population (1928)	AUTOMOBILE REGISTRATIONS (1928)		NUMBER OF INCOMES OF \$1,000 OR MORE (1928)			ALL SPENDABLE MONEY INCOME (1928)			
		Under \$1,000	Over \$1,000	\$1,000 to \$5,000	Over \$5,000	Total	(In Thousands of Dollars)			Per Capita
							Urban	Farm	Total	
Lincoln.....	15,976	1,396	684	1,234	26	1,260	\$ 5,021	\$ 3,702	\$ 8,723	\$ 546
Natrona.....	18,632	6,988	3,084	6,212	498	6,710	21,304	2,270	23,574	1,267
Niobrara.....	8,084	689	144	131	3	134	1,057	1,247	2,304	285
Park.....	9,334	1,147	491	292	29	321	2,051	4,142	6,193	663
Platte.....	9,491	1,507	485	357	7	364	2,409	3,928	6,337	668
Sheridan.....	23,148	2,478	1,270	1,829	68	1,897	8,202	4,291	12,493	540
Sublette.....	3,300	227	105	101	3	104	560	2,019	2,579	.....
Sweetwater.....	17,449	2,096	1,093	3,146	130	3,276	11,215	2,105	13,320	763
Teton.....	1,600	139	36	27	8	35	2,473	3,923	6,396	.....
Uinta.....	8,455	572	254	571	22	593	994	992	1,986	235
Washakie.....	3,972	619	229	147	12	159	1,300	1,956	3,256	820
Weston.....	5,923	572	202	235	9	244	31	2,511	2,542	429
Yellowstone.....	211	35	33	.....	1	1	339	1,055	1,394	661
TOTAL.....	247,000	34,543	14,215	24,123	1,390	25,513	105,702	70,900	176,602	715

## Make Extra Copies of This Book Boost Your Sales Through Your District Managers

YOU can put a copy of this Annual Reference Number into the hands of each of your branch managers or home office executives:

SALES MANAGEMENT has reserved 500 extra copies of the Reference Number. One of these copies will be sent in connection with each of three or more subscriptions at the regular rate of four dollars.

To accept this special offer, send us a

letter containing a list of three or more of your district managers or home office executives and referring to this advertisement.

This is one of the better ways to "sell" the district manager on the sales possibilities in his field. In making SALES MANAGEMENT'S Annual Reference Number available to him, you are quite sure to boost your company's sales in his territory for 1930. The other sales stimulants found in the magazine itself further insure this result.

### SALES MANAGEMENT, INC.

420 Lexington Avenue

New York, N. Y.

## MARKET DATA ON U. S. TERRITORIES

United States territories are an important market for the home country. Imports of these territories from the United States are large in proportion to number of inhabitants, because shipments are free of customs duties.

In addition to the four principal territories detailed below, there are:

	Area (Sq. Mi.)	Popu- lation
American Samoa.....	77	8,056
Guam.....	210	13,275
Panama Canal Zone...	527	27,151
Virgin Islands.....	132	26,051

Merchandising figures below are from U. S. Commerce Year Book and Honolulu Star Bulletin.

	Alaska	Hawaii	Philippine Islands	Porto Rico
Area, square miles....	590,884	6,449	114,400	3,435
Population.				
1920 Census.....	55,036	255,912	10,314,300	1,299,809
Latest estimate-1928 .....		348,767	11,921,600	
Principal cities.....	Juneau....3,058	Honolulu.113,000	Manila...336,500	San Juan..71,443
(with population)	Ketchikan..2,458	Hilo.....12,850	Cebu.....65,502	Ponce....41,912
			Legaspo...52,756	Mayaguez..19,124
Telephones-1928.....	2,300	22,033	19,850	13,374
Principal industries....	{Salmon, canned \$45,384,000	{Pineapple, cases Packed 8,633,000	{Raw cane sugar production 477,000,000 lbs.	{Raw cane sugar production 749,000 short tons
	{Furs & skins shpd. \$4,650,000,000	{Raw cane sugar production 825,000 short tons	{Cocoanuts— 1/2 of all trade	{Cigars—No. mfd. 207,800,000
	{Gold, silver and copper mined \$17,700,000		{Cigarettes No. mfd 5,110,000,000	{Cigarettes No. mfd 390,200,000
			{Cigars No. mfd. 332,000,000	Needle workers employed 40,000 women and girls.
			{Copra, lbs. 1,168,000,000	
Principal Imports.....	Total....\$32,037	Total....\$77,824	Total....\$83,858	Total....\$81,981
from U. S. 1928	Meats.....\$1,920	Meats.....\$1,975	Cotton.....\$1,658	Cotton.....\$1,658
(with 1928 value in thousands of dollars)	Butter.....\$1,302	Milk.....\$711	Clothing.....\$4,243	Clothing.....\$11,658
	Eggs.....\$745	Condensed...\$981	Autos.....\$3,165	Grains.....\$3,984
	Grains.....\$874	Fish.....\$1,431	Gasoline....\$3,554	Meats.....\$1,301
	Petr. prod.\$1,950	Cigarettes...\$2,092	Milk.....\$5,387	Autos.....\$1,301
	Wood.....\$1,418	Clothing.....\$832	Evapor'd...\$5,387	Gasoline....\$1,301
	Iron & St..\$7,827	Shoes.....\$1,705		Shoes.....\$1,301
	Elec. mach..\$619			Iron & Steel

## COUNT OF WHOLESALE AND RETAILERS IN HAWAII

COUNTY	WHOLESALE												RETAILERS					
	Barber Supplies	Brokers, Mdse.	Business Agents	Cigars, Tobacco	Com. Merchants	Dir. Consumer Agency	Drugs	Dry Goods	Groceries	Hardware	Stationers	General	Confections	Meats	Opticians	Auto Supplies	Bakers	Barbers
Honolulu.....	4	3	24	4	61	3	6	13	10	10	6	19	15	4	1	19	23	257
Hawaii.....					5				3	2	1		3	1		8	15	75
Mau.....					1				3							11	3	39
Kauai.....																9	3	20
TOTAL.....	4	3	24	4	67	3	6	13	16	12	7	19	18	5	1	47	44	391

COUNTY	RETAILERS—(Continued)																	
	Dry Goods	Electrical	Fruits	Furniture	Gen. Stores	Grocers	Hardware	Jewelry	Meat Markets	Men's Clothing	Milliners	Notions	Opticians	Pianos, Music	Publishers	Radio	Shoes	Sporting Goods
Honolulu.....	76	7	47	55	645	186	21	22	53	15	12	5	8	8	25	4	22	5
Hawaii.....	15	2	10	3	358	20	2	3	20	1	3	1	1	1	9	1	1	47
Mau.....	7	3	2	2	153	12	5	5	16				1	1	4	1	1	31
Kauai.....	7	3	1	1	120	5	5						2	3				19
TOTAL.....	150	15	60	61	1,276	223	35	27	94	16	15	6	12	10	41	4	24	5

Extensive surveys covering retail sales, outlets, etc., in 86 lines of business are obtainable from the Honolulu Star Bulletin. Above table courtesy of that paper.



## America's Golden Market

Three hundred seventy-one national advertisers found a profitable market in Hawaii last year.

They found a prosperous American community—a community with a good standard of living, American in thought, American in business, American in buying habits.

### Hawaii

Paid a total tax of \$5,606,513.83 into the national treasury for the fiscal year ending June 30, 1928. This exceeds the taxes paid by each one of 14 states.

Led 29 states in the average net income, this average being \$4,696.07.

Led 35 states in the per capita income tax, the figure being \$20.02.

Led the entire United States in the percentage of corporations doing business at a profit.

Bought \$77,825,643 worth of goods from mainland United States and \$10,361,210 from foreign countries.

Sold \$116,956,090 worth of goods to mainland United States and \$2,523,745 to foreign countries.

Bought \$18,170,933 worth of home consumption products.

Bought \$6,344,337 worth of automobiles. Spent \$5,981,610 on road construction in two years.

Had an aggregate commerce of \$207,664,688.

Hawaii is a part of the United States. You pay no duties on goods shipped to Hawaii.

### At Your Service—

Last year 339 national advertisers used The Honolulu Star-Bulletin, Hawaii's greatest newspaper; 134 of them used The Star-Bulletin exclusively.

You are interested in this profitable field. Comprehensive surveys (covering 30 classifications) will be sent on your request.

## HONOLULU STAR-BULLETIN

MEMBER OF THE A. B. C.

New York—Franklin P. Alcorn Co., Inc.—270 Madison Ave.

Chicago—Franklin P. Alcorn Co., Inc.—410 S. Michigan Ave.

San Francisco—R. J. Bidwell Co.—742 Market St.

Los Angeles—R. J. Bidwell Co.—Times Building.

Seattle—R. J. Bidwell Co.—White-Henry-Stuart Building.



## III

INDUSTRIAL  
MARKETS

## A STATISTICAL SUMMARY OF INDUSTRIAL AMERICA

## Showing Census of Plants With Indices of Their Buying Power

Selling a specific commodity, or set of commodities, to a given group of industrial buyers usually confines the sales executive's attention and study of markets to just his own commodity and the interested or prospective buying industries. This is as it should be.

But, every sales executive wants to know just how important his own industry and selling problems are in comparison to all industry.

Therefore, he wants to know how big all industry is—total number of plants, wage earners, wages, horsepower, value added,

and value of products, with divisions into industry groups and by states, and other indices of buying power.

With this in mind, we have prepared and arranged the material in this section to serve as a quick reference index for sales executives interested in industrial selling.

Below and on the pages immediately following are important general indices and market data relating to the manufacturing industries. Also for those executives who sell to the service industries, there are statistical summaries of the transportation, building, engineering, mining, and institutional fields.

## INDEX TO THE IMPORTANCE OF THE MANUFACTURING MARKETS

1927 Ranking of Industries. Based on Percentage Each is of all Industry\*

RANKING BY RELATED GROUPS				RANKING BY INDIVIDUAL INDUSTRIES				†RANKING BY DIVISIONS AND STATES					
	No. of Plants	Value of Products (In millions of \$)	% of the whole		No. of Plants	Value of Products (In millions of \$)	% of the whole	Geographic Divisions	%	States	%	States	%
1. Food.....	49,787	11,016	17.5	1. Auto. industry....	1,477	4,000	6.4	1. M. Atl..	31.2	10. Wisc....	3.1	30. Okla....	.6
2. Textiles.....	26,843	8,950	14.2	2. Slaughtering.....	1,250	3,057	4.9	2 E.N.Cnt.	30.2	11. Mo.....	2.6	31. S. C....	.6
3. Chemicals, etc....	8,959	6,405	10.2	3. Iron and Steel....	486	2,780	4.4	3. N. Eng.	9.6	12. Conn....	2.1	32. Ore....	.5
4. Iron and Steel....	6,363	6,199	9.9	4. Printing & Publ'g..	22,541	2,507	4.0	4. W.N.Ct.	7.5	13. N. C....	1.9	33. N. H....	.5
5. Machinery.....	12,376	5,368	8.6	5. Foundry etc.....	8,318	2,260	3.6	5. S. Atl...	7.4	14. Texas...	1.9	34. Colo....	.5
6. Transp. equip....	2,537	4,694	7.5	6. Petroleum refining..	354	2,143	3.4	6. Pacific..	5.8	15. Minn...	1.7	35. Fla....	.3
7. Paper print., etc..	28,405	4,646	7.4	7. Electrical.....	1,777	1,637	2.6	7. W.S.Ct.	3.8	16. Md....	1.5	36. Mont...	.3
8. Lumber and allied.	20,163	3,457	5.5	8. Newsp. & Period....	10,973	1,585	2.5	8. E.S.Ct.	2.9	17. Iowa...	1.2	37. Miss...	.3
9. Metals.....	6,641	2,669	4.3	9. Cotton Goods.....	1,347	1,567	2.5	9. Mount..	1.6	18. Kans...	1.1	38. Ark....	.3
10. Leather.....	4,265	1,869	3.0	10. Clothing, women's..	7,588	1,494	2.4			19. Wash...	1.1	39. Utah...	.3
11. Stone, clay, etc....	8,673	1,613	2.6	11. Bread and bakery...	18,129	1,395	2.2	STATES		20. Va.....	1.1	40. Vt....	.2
12. R. R. repair shops.	2,309	1,290	2.1	12. Lumber and timber..	7,510	1,215	1.9	1. N. Y....	15.0	21. La.....	1.0	41. Del....	.2
13. Rubber products...	515	1,225	1.9	13. Car & R. R. Rep...	1,794	1,205	1.9	2. Pa.....	10.7	22. Tenn...	1.0	42. Ariz...	.2
14. Tobacco.....	2,156	1,164	1.8	14. Flour, etc.....	43,730	1,149	1.8	3. Ill.....	8.6	23. Ga.....	1.0	43. D. C....	.1
15. Musical instr....	431	226	.4	15. Butter, etc.....	6,721	1,058	1.7	4. Ohio....	8.4	24. R. I....	.9	44. Ida....	.1
16. All Others.....	11,442	1,927	3.1	16. All Others.....	58,005	33,669	53.8	5. Mich...	6.7	25. Ala....	.9	45. Wyo....	.1
								6. N. J....	5.5	26. W. Va...	.7	46. S. D....	.1
								7. Mass...	5.3	27. Ky....	.7	47. N. D....	.1
								8. Colo....	4.2	28. Nebr...	.7		
								9. Ind....	3.4	29. Me....	.6		

\*Total all U. S. Industries. Number plants, 191,866; Value products \$62,718,347,289.

†Showing percentage of goods produced geographically based on Value of Products 1927 Census Reports.

## FACTORIES AND THEIR OUTPUT

In the tables following will be found abstracts of the industrial statistics that will appear in the Census of Manufacturers for

1927, which had not been published when this book went to press.

### All National Factories (1914-1927)

This tabulation shows, over a series of years ended 1927, the number of manufacturing establishments in the country, the number of men employees, the dollar value of payrolls, the raw material fabricated, the horse power used, the value added by manufacture, and the value of total products. There has been no growth in number of establishments since 1923, in employ-

ment or in wages. Value of material has gained slightly and horse power substantially. There has been advance also in value added by manufacture and in value of products. Comparison does not take account of radical changes in the purchasing power of the dollar during the period.

Cen- sus Year	No. of Estab- lish- ments	Wage Earners (Average No.)	Wages	Cost of Mate- rials	Horse Power	Value Added by Manu- facture	Value of Products	Cen- sus Year	No. of Estab- lish- ments	Wage Earners (Average No.)	Wages	Cost of Mate- rials	Horse Power	Value Added by Manu- facture	Value of Products
	(In thous- ands)	(In thous- ands)	(In millions of \$)	(In millions of \$)	(In thous- ands of H.P.)	(In millions of \$)	(In millions of \$)		(In thous- ands)	(In thous- ands)	(In millions of \$)	(In millions of \$)	(In thous- ands of H.P.)	(In millions of \$)	(In millions of \$)
1927.	192	8,353	10,849	35,136	39,035	27,585	62,721	1921.	196	6,944	8,200	25,292	†	18,327	43,619
*1925.	187	8,382	10,727	35,897	35,767	26,771	62,668	1919.	214	8,998	10,460	37,197	29,324	24,803	62,000
1923.	196	8,777	11,008	34,684	33,092	25,846	60,530	1914.	177	6,895	4,067	14,267	22,289	9,708	23,975

\*Excludes data for the "Coffee and Spice, roasting and grinding" industry.

†Not called for in 1921 schedule.

### Output By Groups of Related Industries (1914-1927)

Industry Group	Census Year	No. of Estab- lish- ments	Wage Earners	Wages	Cost of Mate- rials	Horse Power	Value Added by Manu- facture	Value of Prod- ucts	Industry Group	Census Year	No. of Estab- lish- ments	Wage Earners	Wages	Cost of Mate- rials	Horse Power	Value Added by Manu- facture	Value of Prod- ucts
		(In thous- ands of \$)	(In thous- ands of \$)	(In thous- ands of \$)	(In thous- ands of \$)	(In thous- ands of H.P.)	(In millions of \$)	(In millions of \$)			(In thous- ands of \$)	(In thous- ands of \$)	(In thous- ands of \$)	(In thous- ands of \$)	(In thous- ands of H.P.)	(In millions of \$)	(In millions of \$)
Food and kindred products	1927	49,787	680	823	8,113	4,135	2,902	11,016	Stone, clay, and glass products	1927	8,673	350	464	595	2,709	1,018	1,613
	1925	48,113	662	791	7,710	3,876	2,663	10,373		1925	8,478	353	467	603	2,348	1,037	1,641
	1923	51,118	681	794	6,969	3,721	2,529	9,498		1923	8,317	352	454	573	1,936	990	1,563
	1921	51,401	624	744	6,094	1	2,139	8,232		1921	8,347	253	307	428	1	605	1,033
	1914	66,704	535	303	3,896	2,502	1,069	4,965		1914	14,790	336	206	241	1,494	378	619
Textiles and their products	1927	26,843	1,694	1,760	4,923	4,173	4,028	8,950	Metals and metal products	1927	6,641	271	380	1,780	1,220	888	2,669
	1925	24,433	1,628	1,655	5,350	3,987	3,776	9,126		1925	6,924	275	381	1,947	1,158	887	2,834
	1923	26,767	1,715	1,744	5,394	3,783	4,068	9,462		1923	7,433	297	394	1,767	1,169	867	2,634
	1921	25,960	1,510	1,472	3,801	1	3,155	6,956		1921	7,801	212	256	886	1	521	1,407
	1914	23,364	1,506	676	2,014	2,717	1,431	3,445		1914	9,708	238	154	964	549	364	1,328
Iron and Steel (not including machinery	1927	6,363	836	1,264	3,545	8,323	2,654	6,199	Tobacco manu- factures	1927	2,156	129	105	421	52	743	1,164
	1925	6,068	852	1,284	3,734	7,519	2,727	6,462		1925	2,623	132	112	426	42	665	1,091
	1923	6,358	893	1,325	4,153	7,202	2,676	6,829		1923	3,672	146	120	516	44	528	1,044
	1921	6,255	572	731	2,140	1	1,316	3,456		1921	4,372	150	121	609	1	283	1,048
	1914	6,331	618	422	1,316	4,588	822	2,138		1914	13,951	179	78	207	35	283	490
Lumber and allied products	1927	20,163	867	930	1,634	3,367	1,823	3,457	Machinery (not transpor- tation)	1927	12,376	886	1,288	2,063	3,028	3,305	5,368
	1925	21,992	921	978	1,725	3,473	1,964	3,689		1925	11,807	859	1,225	1,985	2,714	3,035	5,020
	1923	21,674	932	963	1,666	3,336	1,967	3,633		1923	12,147	908	1,254	1,892	2,300	2,836	4,728
	1921	21,393	703	670	1,198	1	1,259	2,457		1921	12,395	662	833	1,361	1	1,874	3,235
	1914	43,452	865	447	766	3,176	851	1,616		1914	13,457	619	412	663	1,257	919	1,582
Leather and its manufac- tures	1927	4,265	316	364	1,089	414	781	1,869	Musical instru- ments	1927	431	43	61	90	102	136	226
	1925	4,264	314	355	1,013	413	751	1,764		1925	461	47	63	99	97	133	232
	1923	4,868	345	389	1,083	413	797	1,880		1923	535	58	75	124	90	159	283
	1921	4,813	280	314	934	1	610	1,544		1921	600	45	54	95	1	118	213
	1914	6,758	307	169	753	311	351	1,105		1914	737	49	31	49	58	70	120
Rubber products	1927	515	142	198	660	787	565	1,225	Transpor- tation equip- ment	1927	2,537	495	803	2,908	2,004	1,786	4,694
	1925	498	149	191	722	660	539	1,261		1925	2,778	560	908	3,389	1,889	2,063	5,452
	1923	529	138	182	501	606	457	959		1923	3,873	606	964	3,395	1,624	1,939	5,333
	1921	496	103	124	378	1	138	705		1921	4,273	406	591	1,803	1	498	3,018
	1914	342	74	44	163	199	138	301		1914	7,818	313	231	640	602	498	1,137
Paper printing and related industries	1927	28,405	553	858	1,837	3,383	2,808	4,646	Railroad repair shops	1927	2,309	429	649	545	1,111	744	1,290
	1925	26,553	537	806	1,614	3,061	2,529	4,144		1925	2,363	458	668	564	942	769	1,333
	1923	25,799	527	743	1,544	2,744	2,228	3,772		1923	2,348	523	773	631	806	889	1,570
	1921	25,377	467	637	1,332	1	876	3,151		1921	2,326	418	672	507	1	291	1,267
	1914	37,209	453	297	581	2,039	876	1,457		1914	2,011	366	253	261	479	291	553
Chemicals and allied products	1927	8,959	395	535	4,061	3,531	2,344	6,405	Miscel- laneous industries	1927	11,442	269	365	869	696	1,058	1,927
	1925	8,871	381	506	4,183	2,984	2,252	6,435		1925	11,234	255	336	832	603	981	1,813
	1923	8,832	384	501	3,680	2,740	2,026	5,707		1923	11,310	272	334	794	578	890	1,684
	1921	8,894	314	404	3,111	1	1,200	4,595		1921	10,852	216	268	614	1	686	1,300
	1914	13,229	349	225	1,485	1,920	1,200	2,685		1914	11,958	216	120	348	362	315	663

—No data available for 1921.

—The decrease in the 1927 figures was due chiefly to practical ceasing of operations of a large company for a few months of the year.

—No data for the coffee-roasting and spice-grinding industry were tabulated at the census for 1925, and therefore the statistics for the earlier years have been adjusted by deducting the figures for this industry.

—Number of Establishments of "Chemicals, exclusive of alcoholic liquors" included in "Chemicals and Allied Products."

## Factory Output of Individual Industries (1925-1927)

Leading Industries	No. of Establishments		Wage Earners (Average No.)		Wages		Cost of Materials		Horse Power		Value Added by Manufacture		Value of Products	
			(In Thousands)		(In Millions of \$)		(In Millions of \$)		(In Thousands of H. P.)		(In Millions of \$)		(In Millions of \$)	
	1925	1927	1925	1927	1925	1927	1925	1927	1925	1927	1925	1927	1925	1927
<b>Foods</b>														
Butter.....	3,493	3,519	18	21	22	26	603	637	127	146	80	102	684	739
Condensed Milk.....	402	464	7	7	8	9	140	160	54	64	31	40	171	200
Slaughtering and Meat Packing.....	1,269	1,250	120	119	159	162	2,625	2,664	442	490	425	394	3,050	3,057
Canning and Preserving Fruits and Vegt.....	2,403	2,436	86	81	67	62	386	355	188	190	231	217	616	572
Flour and Grain Mills.....	4,413	4,035	32	30	40	38	1,125	973	670	642	173	176	1,298	1,149
Bakery Products.....	17,684	18,129	160	172	220	236	668	693	227	284	600	702	1,268	1,395
Sugar Refining.....	21	21	15	14	19	18	550	552	89	87	57	46	607	597
Beverages.....	4,210	4,769	27	27	36	36	98	95	169	154	139	147	238	243
<b>Textiles</b>														
Cotton Goods.....	1,366	1,347	445	468	354	381	1,077	871	2,236	2,359	637	696	1,714	1,567
Knit Goods.....	1,987	1,869	187	190	169	188	454	424	177	177	356	393	810	817
Silk Manufactures.....	1,659	1,648	133	128	143	140	484	445	213	221	325	305	809	750
Woolen Manufactures.....	973	891	206	195	243	225	756	336	659	648	443	420	1,199	1,036
Clothing, Men's and Women's.....	10,127	11,150	301	341	379	426	1,282	1,257	69	76	1,099	1,232	2,381	2,574
<b>Iron and Steel (Not Machinery)</b>														
Blast Furnaces.....	122	116	29	28	45	44	617	580	1,380	1,547	148	129	765	709
Steel Works and Rolling Mills.....	473	486	371	361	615	601	1,811	1,660	4,764	5,234	1,134	1,090	2,946	2,780
Stoves and Warm Air Furnaces.....	323	564	29	45	42	64	47	93	64	100	94	165	141	258
Tools and Cutlery, etc.....	663	887	51	51	66	66	21	56	156	155	171	163	242	230
Steam Fittings, etc.....	225	232	43	43	64	65	77	77	109	133	152	148	229	225
Structural Iron and Steel Work.....	1,136	1,284	48	52	77	85	238	314	212	252	183	197	421	440
Hardware (not elsewhere classified).....	476	485	52	48	66	61	78	72	98	100	148	136	225	208
<b>Lumber and Allied Products</b>														
Lumber and Timber Products.....	9,207	7,510	474	418	457	413	579	494	2,050	1,782	842	721	1,421	1,215
Planing Mill Products.....	4,761	4,561	111	97	147	126	403	321	597	631	308	260	711	582
Furniture incl. office and store furniture.....	3,597	3,222	181	186	225	236	418	389	403	490	484	491	868	880
<b>Leather and Its Manufactures</b>														
Leather, tanned.....	532	494	52	53	66	68	307	332	216	215	155	162	452	494
Boots and shoes other than rubber.....	1,460	1,357	207	203	226	225	482	495	140	139	444	450	925	945
<b>Rubbers</b>														
Rubber Products.....	498	516	141	142	191	198	719	660	657	787	537	565	1,255	1,225
<b>Paper Printing and Allied Industries</b>														
Paper and wood pulp.....	763	929	124	123	160	162	606	724	2,427	2,643	366	414	972	1,138
Printing and publishing, etc.....	21,056	22,541	296	262	502	473	610	662	459	481	1,808	1,846	2,482	2,507
<b>Chemicals and Allied Products</b>														
Chemicals (not elsewhere classified).....	715	457	56	51	80	75	272	285	658	658	275	264	547	549
Coke.....	237	171	23	21	37	34	278	289	410	452	101	95	379	382
Fertilizers.....	587	621	20	19	18	18	138	138	152	156	69	52	207	190
Gas, Illuminating and Heating.....	919	828	47	49	67	68	178	212	428	496	277	305	456	517
Cottonseed Oil and Cake.....	535	547	16	18	11	14	244	220	239	271	51	56	296	276
Paints and Varnishes.....	923	1,006	26	28	35	40	294	308	143	163	177	211	471	519
Petroleum Refining.....	359	354	65	71	105	114	1,890	1,753	394	553	487	390	2,377	2,143
Soap.....	272	256	15	13	19	20	185	172	57	62	93	115	278	287
<b>Stone, Clay and Glass Products</b>														
Marble, Granite, Slate, etc.....	2,356	1,978	37	41	60	69	67	66	240	295	126	135	193	201
Cement.....	145	161	38	36	54	53	301	126	872	1,069	187	174	301	294
Clay Products.....	1,939	1,846	103	101	127	122	100	100	517	530	234	220	334	320
Pottery, including porcelain ware.....	309	316	37	37	47	45	34	34	50	55	77	77	111	111
Glass.....	310	269	69	66	87	81	114	110	272	318	182	173	296	282
<b>Metal and Metal Products</b>														
Copper.....	26	26	16	14	23	21	573	528	327	324	92	82	665	609
Lead.....	17	18	6	5	9	8	255	203	47	48	28	22	283	225
Brass, Bronze and Alloys.....	1,044	1,106	63	64	91	93	338	328	361	405	182	192	520	520
Aluminum manufactures.....	127	139	14	15	20	21	85	80	62	72	43	44	128	124
<b>Tobacco Manufactures</b>														
Tobacco, Chewing and Smoking, Snuff.....	178	159	15	13	12	11	94	85	18	17	122	113	216	198
Cigars and Cigarettes.....	2,445	1,997	117	116	99	95	331	335	25	36	544	630	875	966
<b>Machinery (Not including Transportation)</b>														
Agricultural Implements.....	303	277	29	33	37	46	74	86	115	118	96	117	170	203
Electrical Machinery.....	1,739	1,777	240	242	324	336	637	646	589	669	903	992	1,540	1,637
Engines and Water Wheels.....	220	215	51	54	74	85	146	165	224	242	168	203	314	368
Foundries and Machine Shops.....	8,154	8,318	457	398	675	591	884	873	1,605	1,539	1,532	1,387	2,499	2,260
<b>Transportation Equipment</b>														
Motor Vehicles (excluding Cycles).....	297	264	198	188	341	322	2,108	1,889	510	702	1,090	959	3,198	2,848
Motor Vehicles Bodies and Parts.....	1,358	1,213	228	182	373	291	863	641	662	552	661	510	1,523	1,151
Locomotives.....	18	17	13	13	18	18	42	46	114	149	24	31	65	77
Cars, Steam and Electric Railroad.....	141	135	50	38	77	61	266	209	244	236	125	103	391	313
Shipbuilding, Steel and Wooden.....	565	559	50	56	74	87	66	79	304	315	111	133	177	211
<b>Railroad Repair Shops</b>														
Steam Railroad Repair Shops.....	1,842	1,794	425	397	620	601	534	515	935	1,038	715	690	1,249	1,205

<sup>1</sup>—Cereal beverages ("near beer" and similar soft drinks), 1923, 1925 and 1927 included under "Beverages" for earlier years included in "Liquor malt."

<sup>2</sup>—Includes "Woolen Goods," "Worsted Goods," "Carpets and Rugs, Wool," "Wool or Hair Felt Goods," and "Wool Felt Hats."

<sup>3</sup>—Excludes "Corsets and Allied Garments and Garments made in Knitting Mills" and "Clothing, work (except shirts) men's" from 1927, number of establishments.

<sup>4</sup>—1927 figures exclude Silver and Plated Cutlery and Edge Tools and Machine Tools, Files and Saws.

<sup>5</sup>—Includes "Rubber Tires and Inner Tubes," "Boots and Shoes, Rubber," and "Rubber Goods not elsewhere classified."

<sup>6</sup>—Excludes Mechanical Refrigerators.

<sup>7</sup>—Not made in railroad repair shops.



# FACTORIES AND THEIR OUTPUT—(Continued)

## Combined Summary Of All Industries By States (1925-1927)

States	Cen- sus Year	No. of Estab- lish- ments	Wage Earners (Average)	Wages	Cost of Materials	Horse Power	Value of Products
<b>New England</b>							
Maine.....	1927	1,426	68,142	74,212,035	208,865,679	628,941	372,093,474
	1925	1,500	73,849	79,777,217	205,708,596	600,787	371,849,483
New Hampshire..	1927	1,028	65,482	72,803,397	182,106,373	376,373	327,528,366
	1925	1,038	66,658	71,725,465	192,253,411	370,740	327,400,651
Vermont.....	1927	880	26,241	32,305,433	69,957,432	172,762	134,029,978
	1925	951	27,563	32,326,006	74,387,398	178,806	138,269,861
Massachusetts....	1927	10,037	578,068	705,929,549	1,678,812,411	2,130,503	3,317,851,888
	1925	10,027	591,438	716,155,593	1,773,697,884	2,013,017	3,405,672,159
Rhode Island.....	1927	5,497	120,009	138,895,884	313,107,075	410,181	592,232,647
	1925	5,595	120,346	138,125,781	345,221,110	395,754	621,919,637
Connecticut.....	1927	2,877	240,708	304,503,907	596,014,077	847,395	1,284,738,563
	1925	3,062	242,362	301,199,566	612,642,343	790,087	1,274,951,562
<b>Middle Atlantic States</b>							
New York.....	1927	36,650	1,072,284	1,605,378,086	4,804,172,874	3,671,185	9,400,061,376
	1925	33,392	1,066,198	1,533,888,975	4,704,750,680	3,348,184	8,968,262,479
New Jersey.....	1927	8,312	408,093	570,308,502	1,956,597,097	1,496,935	3,417,450,248
	1925	8,204	425,377	576,235,826	2,086,855,079	1,384,234	3,539,181,253
Pennsylvania.....	1927	17,314	987,414	1,315,993,319	3,728,061,776	5,800,634	6,715,563,455
	1925	17,298	999,460	1,324,481,011	3,890,513,639	5,373,972	6,901,762,098
<b>East North Central</b>							
Ohio.....	1927	10,961	669,097	968,181,165	2,877,126,245	3,734,761	5,230,323,268
	1925	11,131	676,661	975,738,405	3,028,002,130	3,482,583	5,345,592,745
Indiana.....	1927	4,726	280,717	375,217,514	1,227,168,557	1,602,113	2,153,479,432
	1925	4,762	280,633	364,789,224	1,254,851,691	1,420,496	2,121,382,017
Illinois.....	1927	14,711	623,468	914,102,612	2,921,092,107	2,456,997	5,386,003,235
	1925	14,104	622,127	897,729,057	2,922,437,860	2,247,083	5,317,635,887
Michigan.....	1927	5,800	488,856	760,602,319	2,346,678,396	2,259,747	4,244,941,132
	1925	5,598	508,573	792,213,944	2,466,267,360	1,887,740	4,372,996,324
Wisconsin.....	1927	7,473	247,722	322,697,105	1,153,327,898	1,048,228	1,973,653,261
	1925	7,262	247,851	314,883,011	1,084,747,480	1,009,015	1,859,243,930
<b>West North Central</b>							
Minnesota.....	1927	3,886	98,833	123,619,231	726,390,744	584,328	1,066,727,215
	1925	3,881	100,514	123,655,793	768,798,119	507,928	1,099,687,515
Iowa.....	1927	3,061	73,692	91,246,664	496,939,635	330,702	769,340,610
	1925	3,219	74,258	91,516,909	489,901,039	306,188	746,329,586
Missouri.....	1927	5,422	195,378	230,017,241	1,004,709,373	656,269	1,665,173,463
	1925	5,100	194,682	230,427,696	976,782,972	589,806	1,602,849,724
North Dakota.....	1927	307	3,260	4,808,122	34,271,002	16,167	47,003,022
	1925	320	3,261	4,574,698	32,306,744	16,711	44,631,516
South Dakota.....	1927	472	5,551	6,785,893	63,619,877	24,676	83,001,163
	1925	502	5,107	6,171,739	46,324,194	21,347	62,701,600
Nebraska.....	1927	1,277	26,110	34,296,241	326,917,490	141,506	420,296,190
	1925	1,303	27,108	35,936,371	347,444,629	133,303	442,083,752
Kansas.....	1927	1,767	45,368	59,925,089	518,141,326	279,426	681,570,334
	1925	1,856	46,078	58,690,699	531,198,369	275,831	698,096,115
<b>South Atlantic</b>							
Delaware.....	1927	446	21,324	25,222,182	69,032,720	103,166	129,899,735
	1925	419	20,704	25,072,302	70,622,434	107,391	125,406,332
Maryland.....	1927	3,205	126,700	141,902,797	564,120,437	579,713	943,410,896
	1925	3,179	125,761	138,560,496	568,107,952	544,558	925,688,028
Dist. of Columbia	1927	503	9,519	15,668,655	36,098,635	39,471	90,389,537
	1925	538	9,753	15,320,067	33,503,934	37,508	83,576,826
Virginia.....	1927	2,432	114,918	100,377,945	346,165,769	503,726	671,346,808
	1925	2,552	112,126	105,880,765	314,523,839	441,795	589,235,865
West Virginia....	1927	1,313	77,630	103,431,224	252,884,424	546,440	455,216,551
	1925	1,395	80,700	105,892,102	260,880,407	495,051	470,821,582
North Carolina....	1927	2,984	204,590	158,394,434	560,819,236	986,057	1,154,646,612
	1925	2,614	182,234	134,237,097	550,706,965	800,051	1,050,434,117
South Carolina....	1927	1,059	108,992	74,477,866	206,772,453	478,245	358,334,205
	1925	1,134	100,144	67,061,783	237,227,046	423,359	370,283,045
Georgia.....	1927	3,175	154,168	108,118,193	360,261,684	565,899	609,917,660
	1925	2,876	141,173	99,210,003	399,351,258	523,334	648,852,294
Florida.....	1927	1,912	61,219	56,671,574	91,715,524	177,580	218,790,152
	1925	1,863	66,204	65,780,109	113,796,330	144,161	267,009,159
<b>East South Central</b>							
Kentucky.....	1927	1,851	74,912	83,858,607	250,632,957	318,755	447,764,961
	1925	1,860	76,562	84,939,919	254,933,128	257,965	453,734,042
Tennessee.....	1927	2,098	114,968	101,197,846	351,436,325	473,243	614,040,524
	1925	2,157	107,570	95,201,301	356,840,677	447,291	600,026,232
Alabama.....	1927	2,355	119,093	105,488,817	317,493,407	779,156	550,372,126
	1925	2,349	116,599	101,242,839	325,684,194	697,998	552,824,044
Mississippi.....	1927	1,333	50,569	40,734,359	105,559,493	214,232	196,640,742
	1925	1,705	55,171	41,231,045	103,588,476	211,691	200,453,028
<b>West South Central</b>							
Arkansas.....	1927	1,146	40,032	35,288,168	103,815,280	183,041	182,750,871
	1925	1,257	43,977	37,538,492	110,664,557	177,011	195,208,015
Louisiana.....	1927	1,624	82,415	79,673,477	427,994,341	415,582	638,361,215
	1925	1,742	88,058	79,762,794	465,426,439	410,298	710,050,100
Oklahoma.....	1927	1,373	27,932	35,785,266	269,418,221	185,480	371,718,409
	1925	1,274	26,163	34,035,813	298,522,237	156,608	400,291,825
Texas.....	1927	4,065	116,763	130,408,661	842,927,286	635,455	1,206,579,962
	1925	3,603	106,772	116,353,580	844,905,509	572,712	1,237,674,838
<b>Mountain</b>							
Montana.....	1927	565	14,242	20,915,203	151,791,508	188,390	203,503,250
	1925	606	14,777	21,078,039	146,351,366	166,528	205,474,257
Idaho.....	1927	470	13,513	18,970,643	47,927,463	89,830	86,256,399
	1925	487	15,782	20,698,119	52,856,907	82,497	96,641,797
Wyoming.....	1927	229	5,577	9,066,022	63,741,234	40,191	85,368,360
	1925	224	6,333	10,526,253	76,073,349	28,721	107,984,752
Colorado.....	1927	1,483	32,001	43,193,765	173,277,399	254,530	278,221,431
	1925	1,414	31,958	43,002,344	171,128,143	219,852	278,692,846
New Mexico.....	1927	200	4,653	5,421,41	100,055,852	21,467	20,182,672
	1925	200	4,629	5,083,211	9,684,279	18,842	19,458,585
Arizona.....	1927	300	8,967	12,132,957	77,799,198	100,641	117,624,434
	1925	294	9,127	11,506,159	92,270,550	102,127	138,781,477
Utah.....	1927	556	13,585	16,688,574	120,567,348	112,233	163,118,376
	1925	517	15,077	18,199,536	127,543,099	124,735	177,224,538
Nevada.....	1927	116	2,419	3,915,185	14,440,437	21,974	26,815,907
	1925	102	2,670	4,473,555	12,084,423	14,604	21,626,668
<b>Pacific</b>							
Washington.....	1927	3,344	104,468	145,930,930	389,884,598	680,408	677,913,579
	1925	3,216	105,893	146,224,608	372,758,621	748,110	659,339,836
Oregon.....	1927	1,779	61,401	75,716,972	187,771,163	339,511	342,852,371
	1925	1,907	59,563	78,190,094	193,457,432	387,749	352,763,595
California.....	1927	10,066	262,816	378,321,461	1,504,655,053	1,339,695	2,593,247,224
	1925	9,635	249,529	350,792,214	1,474,278,218	1,133,855	2,442,183,042

They  
**BUILD** here



Because they're  
**BUSY**

YOU hear the clatter of active hammers all through Piedmont Carolinas...new factories, new shops, new stores...office buildings, apartments, homes.

Business men are putting up buildings for new industries that are locating here at the rate of one every 3 days.

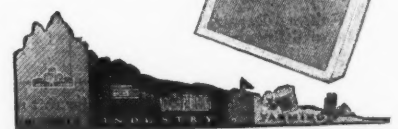
This industrial expansion brings with it the demand for all the other types of buildings.

No wonder Piedmont Carolinas showed in dollars per capita a 32% greater building activity than the nation during 1928.

Every industry has the opportunity to prosper here. The building industry has an unusual opportunity. Many building products can be made here under unusually favorable conditions.

You ought to have the facts. They are briefly packed into the pages of this book. Compressed. Compact. Readable.

Your request, addressed to Industrial Dept., Room 2430. Mercantile Bldg. Charlotte, N. C., will receive prompt and courteous attention. Write.



**DUKE POWER COMPANY**

SOUTHERN PUBLIC UTILITIES COMPANY  
AND OTHER ALLIED INTERESTS



Incorporating 50 Years of Business Paper Service

## PLAIN TALK

(No. 3 of a Series)

THERE is an absolute difference between the functioning of the media which reach the consumer public and media which reach the retail, wholesale and manufacturing executives. Advertising to the consumer public is and should be built around why a given product will best serve and satisfy its users with due recognition of the relation between price and value. On the other hand trade and industrial advertising should be built around the idea of why a given product or service will help the dealer, the wholesaler or the manufacturer develop more business and greater profit for his retail, wholesale or manufacturing organization through either increased sales or decreased cost.

The largest users of space have proved beyond a doubt the importance of business paper advertising and its supplementary rather than duplicating function.

**Federated Business Publications, Inc.**

NEW YORK

420 Lexington Avenue

CHICAGO

333 N. Michigan Avenue

### FEDERATED and Affiliated Publications Comprise:

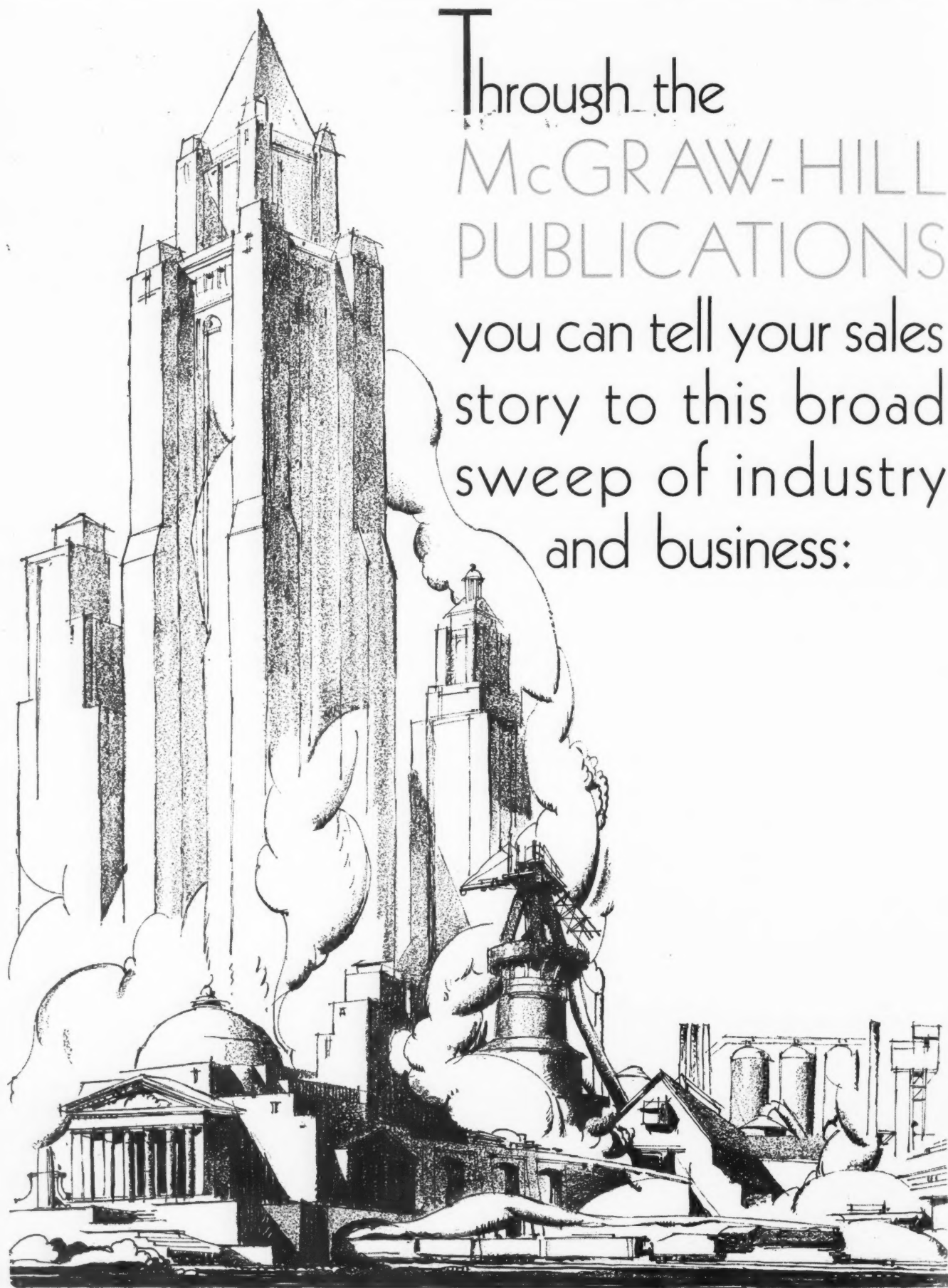
The Antiquarian  
Automotive Electricity  
Building Investment  
Draperies

India Rubber World  
Materials Handling &  
Distribution  
Music Trade Review

Novelty News  
Rug Profits  
Sales Management  
Soda Fountain

Talking Machine World &  
Radio-Music Merchant  
Tires  
Tire Rate Book

Through the  
McGRAW-HILL  
PUBLICATIONS  
you can tell your sales  
story to this broad  
sweep of industry  
and business:



M c G R A W - H I L L



Economy in distribution is a matter of intelligent weighing of markets and intensive specialization in those that are found to be most profitable. The McGraw-Hill publishing program offers not only a wide and effective advertising coverage of industry and business but facilities and experienced help in establishing efficient selling programs to which advertising, to be successful and economical, must be geared.

**AMERICAN MACHINIST**—A weekly publication reaching those executives of the metal-working industries who are responsible for management, production and plant operation. Circulation 17,512.\*\*

**PRODUCT ENGINEERING**—A new monthly publication reaching the executives of the metal-working industries who are directly responsible for the planning of the product from the viewpoint of salability, best service in use and economy in manufacture. Over 8,000 copies of this publication are distributed monthly to the executives in charge of research, design, specification and field investigation.<sup>1</sup>

**THE BUSINESS WEEK**—A new journal of business news and interpretation. Fast, complete coverage of the news. Published weekly on a newspaper schedule. Fifteen editors—all business specialists—provide 75,000 major executives with the news they need and tell them what it means.\*

**SYSTEM**—A monthly journal devoted to modern business management. Covers the managerial executives in large and medium-sized businesses. Circulation 70,000.

**FACTORY & INDUSTRIAL MANAGEMENT**—A monthly publication serving the men responsible for production and plant management policies in all major industries. A general industrial executive journal. Circulation more than 33,000.\*\*

**INDUSTRIAL ENGINEERING**—A monthly publication serving the plant engineering department throughout industry on the selection, installation and maintenance of mechanical and electrical equipment, and maintenance of plant structures. Circulation 15,000.\*\*

**ELECTRICAL WORLD**—A weekly publication reaching executives and engineers of central stations and electrical manufacturers, electrical engineers of industrial manufacturers, consulting engineers, etc. Circulation more than 18,500.\*\*

**ELECTRICAL MERCHANDISING**—A monthly publication reaching appliance departments of central stations, sales executives of electrical appliance manufacturers, wholesalers and dealers of all classes handling electrical merchandise in volume. Circulation more than 17,000.\*\*

**RADIO RETAILING**—A monthly publication serving retailers, wholesalers and manufacturers—radio, music, hardware, sport, department stores, etc. The only ABC-ABP paper in the radio or music trade field. Circulation more than 26,000.\*\*

**ELECTRICAL WEST**—A monthly publication serving central station executives, appliance dealers, jobbers, contractors and contractor-dealers, in the 11 Western and Pacific Coast states. Circulation nearly 6,000.\*\*

**BUS TRANSPORTATION**—A monthly publication read by the managing, operating and maintenance executives and engineers of common carrier bus operating companies throughout the United States. Circulation nearly 10,000.\*\*

**ELECTRIC RAILWAY JOURNAL**—A monthly publication reaching the managing and operating executives and engineers of city and inter-city transportation companies—electrified railways (surface, subway, elevated) and affiliated bus operations—in the U. S., Canada and throughout the World. Circulation nearly 6,000.\*\*

**CHEMICAL & METALLURGICAL ENGINEERING**—A monthly publication serving the chemical engineering or process industries—a group of approximately 20 industries closely related because of common production processes. Circulation more than 13,000.\*\*

**FOOD INDUSTRIES**—A monthly publication serving the manufacturing and processing of food products. Written for the production executives and technologists of the food manufacturing industries. Circulation 10,000.

**COAL AGE**—A monthly engineering journal reaching the executives and operating heads of the bituminous and anthracite mining industry. Devoted editorially to operating, technical and business problems. Circulation 9,383.\*\*

**ENGINEERING & MINING JOURNAL**—A weekly international engineering journal read by the executives and operating heads responsible for mining, milling and smelting metal and non-metallic minerals. Editorially covers operating, technical and business problems. Circulation 11,303.\*\*

**ENGINEERING NEWS-RECORD**—A weekly publication reaching the engineering executives and contractors of the civil engineering and construction industry. Editorially covers planning, designing, construction and maintenance of buildings, bridges, highways, railroads, waterworks, irrigation, drainage and sewerage systems, etc. Circulation 30,000.\*\*

**CONSTRUCTION METHODS**—A monthly pictorial of field practice and equipment read by the field-minded construction men. Covers construction, maintenance and material handling methods for general construction, highways, buildings, industrial plants, public works and utilities. Circulation 32,000.\*\*

**POWER**—A weekly publication reaching those in responsible charge of power generation and attendant services in all industries. Editorially covers the functions of executive control, installation, operation, maintenance and application of power wherever it is employed. Circulation 27,535.\*\*

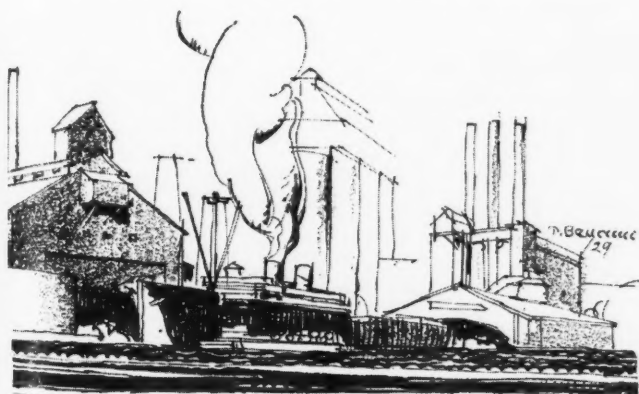
**AVIATION**—A weekly publication serving all those engaged or actively interested in the development of the aeronautical industries . . . 20,332 copies are subscribed to by the business men of the aeronautical industries. The oldest American aeronautical magazine.\*

**TEXTILE WORLD**—A weekly publication serving all branches of textile manufacturing—cotton, wool, silk and rayon. Edited for the administrative and production executives. One of the earliest industrial publications (established 1868) and the world's accepted textile authority. Circulation nearly 9,000.\*\*

\*\* Member of Audit Bureau of Circulations and Associated Business Papers

\* Member of Audit Bureau of Circulations

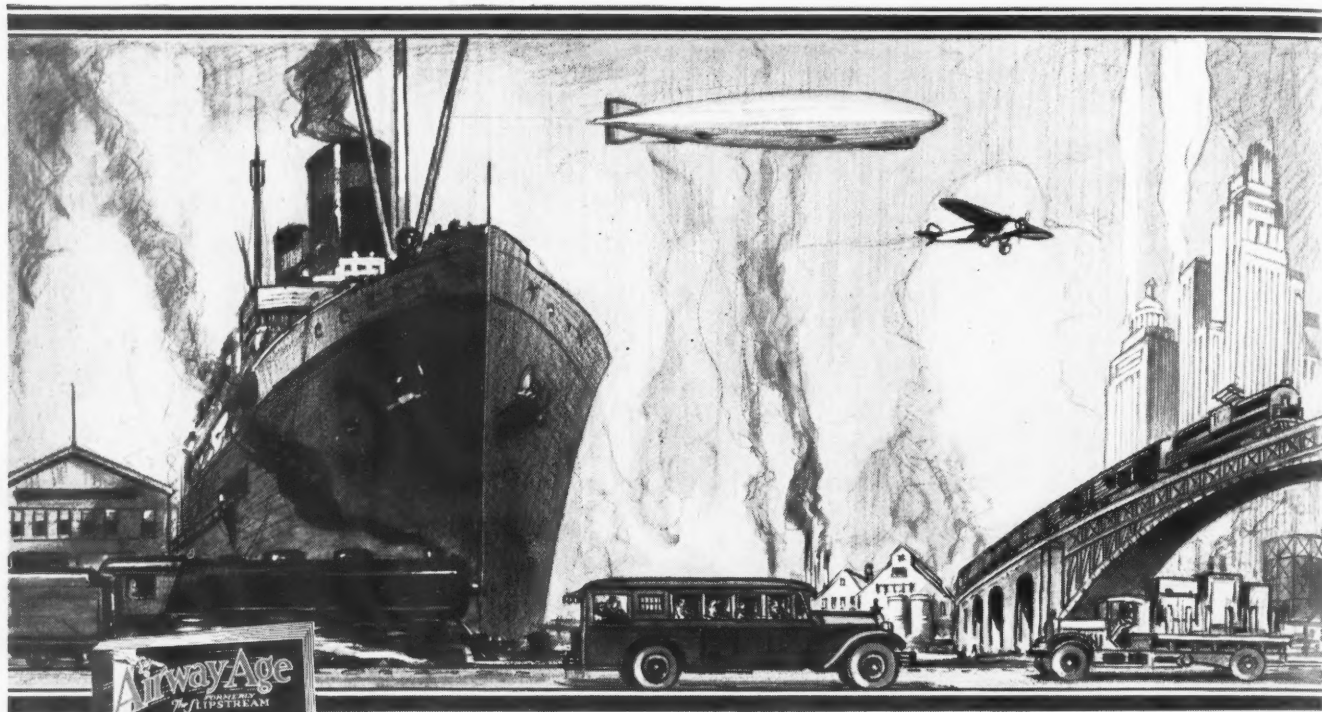
<sup>1</sup> First issue appears in January, 1930



# McGRAW-HILL PUBLISHING COMPANY, INC.

NEW YORK CHICAGO PHILADELPHIA WASHINGTON  
DETROIT ST. LOUIS CLEVELAND BOSTON  
SAN FRANCISCO GREENVILLE LONDON

P U B L I C A T I O N S



## Reaching the Transportation Industries

TRANSPORTATION . . . by air . . . by rail . . . by water . . . by highway . . . these important industries are served by nine Simmons-Boardman publications, each of which is devoted to a definite phase of transportation activity.

Through these publications you can reach effectively the men who authorize, specify and influence purchases of products and equipment . . . for each one, through constantly maintaining an alert, practical editorial service, has gained intimate contact and widespread influence among men with buying power.

And the prestige which makes each of these publications the outstanding advertising medium in its field is the result of knowledge and experience gained through nearly a century of publishing transportation papers.

All A.B.C.—A.B.P.

## Simmons-Boardman Publications

105 W. Adams Street  
CHICAGO

30 Church Street  
NEW YORK

Cleveland

San Francisco

Washington, D. C.



## A GUIDE FOR SELLING THE TRANSPORTATION MARKETS

Manufacturers interested in selling the transportation fields can get good, reliable data and helpful advice from these publishers: Simmons-Boardman Publishing Co., The House of Transportation, (publishers of *Airway Age*, *Marine Engineering and Shipping Age*, *Railway Age*, *Railway Engineering and Maintenance*, *Railway Mechanical Engineering*, *Railway Electrical Engineer-*

*ing*, and *Railway Signaling*); Mc-Graw Hill Publishing Co. (publishers of these transportation papers—*Bus Transportation*, *Electric Railway Journal*, and *Aviation*), United Business Publishers, Inc. (publishers of *Automotive Industries* and others) and Federated Business Publications, Inc. (publishers of *Tires*, *Tire Rate Book*, *Automotive Electricity*).

### THE AVIATION INDUSTRY

(Courtesy of Aviation)

PLANE PRODUCTION		
	Number	Value
1929 (Estimated).....	8,000	100,000,000
1928 .....	4,346	43,812,318
1927 .....	1,995	14,504,999
1926 .....	1,186	8,871,027
1925 .....	789	6,673,659
1923 .....	587	7,737,069
1921 .....	302	4,133,108
1919 .....	662	8,046,468

#### ENGINE PRODUCTION

	Number	Value
1929 (Estimated).....	6,500	35,000,000
1928 .....	4,196	20,342,503

#### Number of Airplane and Allied Concerns Composing the Aviation Industry

1927.....	900
1926.....	600
*1929.....	2,000
1928.....	1,400

\*Including 200 airplane manufacturers.

### THE BUS MARKET

(Courtesy Bus Transportation)

In 1922 a bus ride was a novelty. Today buses carry over eight million passengers daily, or three billion a year—24 times the total population of the country.

Last year common carrier bus operators alone actually spent over \$34,000,000 for replacement parts, \$59,000,000 for gasoline and oil and more than \$23,000,000 for tires.

#### WHAT THE RAILROADS BUY 1923-28

(Courtesy of Railway Purchases and Stores)

Figures are in Thousands of Dollars

Year	Fuel, Material, and Supplies	Improvement Investments	Total Expenditures
1923 ..	\$1,738,703	\$1,059,149	\$2,797,852
1924 ..	1,343,055	874,744	2,217,799
1925 ..	1,392,043	748,191	2,140,234
1926 ..	1,559,032	885,086	2,444,118
1927 ..	1,395,928	771,552	2,167,480
1928 ..	1,271,341	676,665	1,948,006

### AUTOMOTIVE REGISTRATIONS IN UNITED STATES—YEARS 1914-1928

Year	Grand total	No. per 1,000 population	Passenger cars, taxis, and busses	Motor trucks and road tractors
1914....	1,711,339	17	.....	.....
1916....	3,512,996	35	.....	.....
1918....	6,146,617	59	.....	.....
1920....	9,231,941	87	8,225,859	1,006,082
1921....	10,463,295	96	9,483,391	979,904
1922....	12,238,375	111	10,959,571	1,278,804
1923....	15,092,177	135	13,539,608	1,552,569
1924....	17,593,677	155	15,460,649	2,133,028
1925....	19,937,274	173	17,496,420	2,440,854
1926....	22,001,393	188	19,237,171	2,764,222
1927....	23,133,241	195	20,219,223	2,914,018
1928....	24,493,124	204	21,379,125	3,113,999

Source: Bureau of Public Roads, Department of Agriculture.

### A STATISTICAL SUMMARY OF THE AIRPLANE INDUSTRY

Item	December 31, 1926	December 31, 1927	December 31, 1928	July 1, 1929 (estimated)
<b>Air Transport</b>				
Airplane miles flown.....	4,318,087	5,870,489	9,888,307	8,000,000
Airplane miles flown, daily average.....	11,830	16,083	26,606	70,000
Miles of airways.....	8,404	9,121	16,667	30,000
Miles of lighted airways.....	2,041	4,468	6,988	10,000
Passengers carried for hire.....	5,782	8,679	33,414	40,000
Express and freight carried (pounds).....	1,733,090	2,263,580	1,847,836	1,200,000
Total mail carried (pounds).....	810,855	1,654,165	4,061,210	3,400,000
Number of transport operators.....	14	19	37	45
Airplanes in service.....	69	128	268	400
<b>Miscellaneous</b>				
Airplane miles flown (not incl. airway operations).....	18,746,640	30,000,000	60,000,000	.....
Pilots licensed or pending.....	0	3,242	5,605	6,835
Student pilots permits issued or pending.....	0	545	9,983	9,606
Airplanes licensed or pending.....	0	2,299	4,156	5,204
Airplanes identified or pending.....	0	851	2,164	3,045
Private and commercial airports.....	.....	263	391	410
Lighted intermediate fields.....	92	134	210	282
Municipal airports.....	.....	240	412	420
Proposed airports.....	.....	422	921	1,035
Radio communication stations.....	17	19	29	34
Weather Bureau airway stations.....	12	23	95	125
Value of airplane products.....	\$8,871,027	\$14,504,999	\$43,812,318	.....
Total value of all air products produced.....	\$17,694,905	\$21,161,853	\$64,662,491	.....
Number of concerns engaged in air industry.....	600	900	1,400	1,950
Approved models of airplanes.....	0	21	96	170
Approved models of airplane engines.....	0	0	13	25
Number of aeronautic schools.....	175	375	475	575

### THE ELECTRIC RAILWAY INDUSTRY—JAN. 1, 1929

(Courtesy Electric Railway Journal)

Number of electric railway operating companies in the U. S. ....	700
Miles of track, including electrified steam roads.....	45,000
Cars in use.....	90,000
Buses in use.....	11,200
Paying passengers carried.....	15,300,000,000
Number of repair shops.....	600
Number of car houses.....	1,000
Number of sub-stations.....	3,000
Capital invested (capital stock and funded debt).....	\$5,500,000,000
Persons employed.....	300,000
Salaries and wages paid.....	\$430,000,000
Total gross revenue of electric railways.....	\$1,110,000,000
Rent, Interest, Taxes, etc. ....	\$264,000,000
Net Income.....	\$78,000,000
Total to be spent for equipment and supplies (1929).....	\$229,500,000
Revenue Car Miles Operated ....	2,190,000,000

## SALES MANAGEMENT'S INDEX OF AUTOMOTIVE RETAIL SALES

The monthly average for the years 1924-1928 inclusive equals the base of 100.

Price Class	Years	New England Division						Middle Atlantic Division						East North Central Division					
		Jan.	Feb.	Mar.	Apr.	May	June	Jan.	Feb.	Mar.	Apr.	May	June	Jan.	Feb.	Mar.	Apr.	May	June
Low Priced Group.....	1929	53	81	180	282	288	234	83	113	187	244	217	177	108	121	214	254	268	218
	1928	36	50	86	224	188	164	45	76	133	163	170	142	61	76	116	145	177	158
	1927	36	43	112	174	151	122	48	57	107	143	125	101	52	55	101	138	136	110
	1926	32	44	77	199	167	146	41	68	120	147	154	128	52	64	98	123	150	134
Medium Priced Group....	1929	47	42	132	193	199	162	60	62	133	191	160	130	74	55	110	189	185	151
	1928	33	46	80	207	174	152	45	75	132	162	170	141	58	72	11	139	169	151
	1927	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
	1926	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
High Priced Group.....	1929	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
	1928	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
	1927	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
	1926	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....

#### RETAIL SALES SUMMARY

United States						
Years	Jan.	Feb.	Mar.	Apr.	May	June
Low Priced Group.....	1929	92	102	162	204	194
	1928	48	63	96	123	133
Medium Priced Group....	1929	82	76	128	168	152
	1928	78	82	128	172	175

#### United States, Retail Sales Summary (Continued)

High Priced Group.....						
	1929	84	70	139	198	180
	1928	83	84	134	170	169
Total United States						
Years	Jan.	Feb.	Mar.	Apr.	May	June
1929.....	89	96	154	196	185	150
1928.....	55	67	104	135	143	129



## A STATISTICAL SUMMARY OF THE ENTIRE CONSTRUCTION MARKET

\*CONSTRUCTION VOLUME  
BY CLASSES  
Average for Years 1925-1928

CLASS	Number Projects	Cost
<b>Commercial Bldgs.</b>		
Banks.....	721	\$41,510,100
Garages.....	7,050	154,993,300
Offices.....	2,952	399,768,900
Offices and Banks..	169	90,746,100
Stores.....	9,768	193,317,400
Warehouses.....	2,190	93,982,800
<b>TOTAL.....</b>	<b>22,850</b>	<b>\$974,318,600</b>
<b>Educational Bldgs.</b>		
Gymnasiums.....	168	\$9,491,000
Libraries, Museums	185	19,433,600
Schools and Colleges	4,389	400,691,700
<b>TOTAL.....</b>	<b>4,742</b>	<b>\$429,616,300</b>
<b>Hosp'tls &amp; Institutions</b>		
Institutions.....	247	\$21,298,400
Hospitals.....	896	129,785,700
<b>TOTAL.....</b>	<b>1,143</b>	<b>\$151,084,100</b>
<b>Industrial Bldgs.</b>		
Mineral Extraction..	333	\$43,909,300
Food Products.....	1,352	71,741,900
Chemical Industries	236	24,683,300
Leather.....	53	3,792,300
Power Plants.....	281	176,966,300
Iron and Steel.....	705	69,936,400
Vehicles.....	185	31,798,700
Petroleum.....	93	17,068,700
Paper and Pulp.....	109	16,451,200
Printing & Binding..	210	17,076,600
Rubber.....	50	3,552,700
Textile.....	472	51,506,300
Lumber.....	373	16,162,300
Non-Ferrous Metals	222	23,375,900
Miscellaneous.....	1,457	63,160,200
<b>TOTAL.....</b>	<b>6,131</b>	<b>\$631,182,100</b>
<b>Public Bldgs.</b>		
Military and Naval..	142	\$10,403,500
City Halls, etc.....	475	39,323,000
Fire & Police Stations	361	17,045,000
Post Offices.....	244	7,385,200
<b>TOTAL.....</b>	<b>1,222</b>	<b>\$74,156,700</b>
<b>Religious &amp; Memorial</b>		
Churches.....	2,512	\$136,546,600
Convents.....	118	10,297,500
Memorial Buildings..	124	13,253,500
<b>TOTAL.....</b>	<b>2,754</b>	<b>\$160,097,600</b>
<b>Social &amp; Recreational</b>		
Auditoriums & Halls	386	\$27,268,600
Clubs and Lodges....	1,158	90,964,100
Parks.....	89	5,824,600
Park Buildings.....	462	28,455,700
Theatres.....		
Moving Picture....	491	39,278,300
Not specified.....	285	73,357,100
<b>TOTAL.....</b>	<b>2,871</b>	<b>\$265,148,400</b>
<b>Total Non-Residential.</b>	<b>41,713</b>	<b>\$2,685,603,800</b>
<b>Residential Bldgs.</b>		
Apartments.....	15,646	\$1,271,358,500
Dwellings.....	93,816	784,299,800
Two-Family Houses	13,903	175,312,900
Housing Devel'p'ts.	15,155	467,501,100
Hotels.....	857	218,609,500
<b>Total Residential.....</b>	<b>139,377</b>	<b>\$2,917,081,800</b>
<b>Public Wks. &amp; Util.</b>		
Water-front Develp..	510	\$47,766,200
Bridges.....	1,955	146,126,500
Incinerators.....	50	4,324,600
Lighting Systems....	342	34,702,000
Railroad Const.....	135	143,236,500
Railway Buildings..	584	74,140,500
Sewerage Systems....	2,087	124,468,600
Highways.....	9,619	594,936,400
Water Sply. Systems	1,045	83,246,000
<b>TOTAL.....</b>	<b>16,327</b>	<b>\$1,252,947,300</b>
<b>Total Construction in Range of Contract Records.....</b>	<b>197,417</b>	<b>\$6,855,632,900</b>
<b>Mis. Low Cost Project</b>		
Farm Buildings, Small Dwellings, etc. (roughly estimated)		
New.....	277,428	\$971,000,000
Remodeling, etc....	815,000	815,000,000
<b>Total, Known and Estimated.....</b>	<b>1,289,845</b>	<b>\$8,641,632,900</b>

SALES EXECUTIVES of building materials and machinery are interested in the entire construction market, which includes building projects and engineering work as well. They, therefore, want statistics covering the entire market, with some idea of the relative importance of the buyers and specifiers of materials and machinery.

The tables herewith are presented, therefore, with the above expressed purpose, but with the realization that there is duplication in actual building and engineering work and consequently there must be a duplication in any presentation of figures relating to the volume of work done by the engineering field and by the building industry considered separately. Likewise, there will be apparent duplication of figures showing the volume of work done by architects and building developers.

Obviously, in view of the above, it would be an unwarranted assumption on our part if we wrote a long explanation here trying to reconcile these tables which have been carefully prepared by leading authorities in the industry such as the F. W. Dodge Corp., *Engineering News-Record*, and *Building Investment*. Hence, the tables are printed exactly as received from these reliable sources, with an expression herewith of our appreciation for same.

\*THE ENTIRE CONSTRUCTION  
MARKET

## ESTIMATED 1929 EXPENDITURES

## In the Range of Contract Records

Non-Residential Buildings.....	\$2,685,603,800
Residential Buildings.....	2,917,081,800
Public Works and Utilities.....	1,522,314,400

## Low-Cost Work

New.....	850,000,000
Remodeling and Alterations....	850,000,000
<b>Estimated Total.....</b>	<b>\$8,825,000,000</b>

## CONTRACT RECORDS BY STATES—Averages for Years 1925-1928

\*(In Thousands of Dollars)

States	Non-Residential Buildings	Residential Buildings	Public Works and Utilities	Total
Alabama.....	\$30,300	\$19,300	\$21,300	\$70,900
Arizona.....	7,500	8,100	5,500	19,100
Arkansas.....	13,900	7,600	9,600	31,100
California.....	91,100	95,500	43,000	229,600
Colorado.....	18,800	20,200	8,800	47,800
Connecticut.....	48,400	47,200	9,600	105,200
Delaware.....	3,400	3,600	2,400	9,400
District of Columbia.....	26,100	43,800	5,500	75,400
Florida.....	62,100	78,600	51,800	192,500
Georgia.....	29,200	26,700	18,300	74,200
Idaho.....	9,000	9,700	4,200	22,900
Illinois.....	268,400	373,100	96,600	738,100
Indiana.....	61,700	39,500	34,700	135,900
Iowa.....	23,500	9,800	20,200	53,500
Kansas.....	21,600	12,000	14,200	47,800
Kentucky.....	23,600	22,200	29,300	75,100
Louisiana.....	31,600	21,500	14,500	67,600
Maine.....	12,000	3,500	4,700	20,200
Maryland.....	46,300	43,300	14,400	104,000
Massachusetts.....	106,400	130,800	27,600	264,800
Michigan.....	152,300	120,500	59,100	331,900
Minnesota.....	27,500	29,800	10,700	68,000
Mississippi.....	9,800	8,500	12,800	31,100
Missouri.....	70,200	83,900	41,700	195,800
Montana.....	12,800	13,700	6,000	32,500
Nebraska.....	16,100	8,000	8,100	32,100
Nevada.....	2,200	2,400	1,100	5,700
New Hampshire.....	16,000	2,600	900	19,500
New Jersey.....	118,300	148,200	56,300	322,800
New Mexico.....	6,000	6,600	2,800	15,400
New York.....	497,800	762,500	190,900	1,451,200
North Carolina.....	48,900	28,000	23,500	100,400
North Dakota.....	3,600	1,700	3,300	8,600
Ohio.....	168,700	157,700	109,400	435,800
Oklahoma.....	29,200	24,600	18,400	72,200
Oregon.....	19,200	20,600	9,000	48,800
Pennsylvania.....	237,700	224,200	99,700	561,600
Rhode Island.....	16,900	15,100	5,500	37,500
South Carolina.....	13,200	5,700	14,900	33,800
South Dakota.....	3,500	1,600	3,200	8,300
Tennessee.....	30,500	23,300	17,100	70,900
Texas.....	92,600	83,400	39,400	215,400
Utah.....	9,000	9,700	4,200	22,900
Vermont.....	4,500	900	3,100	8,500
Virginia.....	30,300	21,400	12,500	64,200
Washington.....	31,200	33,600	14,700	79,500
West Virginia.....	28,100	8,500	18,900	55,500
Wisconsin.....	49,800	49,300	29,200	128,300
Wyoming.....	4,900	6,200	2,800	13,900
<b>UNITED STATES.....</b>	<b>\$2,685,600</b>	<b>\$2,917,100</b>	<b>\$1,252,900</b>	<b>\$6,855,600</b>

## \*1929 ESTIMATES BY CONSTRUCTION MARKET FACTORS

Architects' Plans.....	\$3,972,464,100
Engineers' Plans.....	1,846,082,300
Private Plans, Stock Plans, Builders' Plans, Owners' Plans.....	3,006,453,600

Estimated Total..... \$8,825,000,000

General Building Contractors undertake or participate in:

Building projects planned by Architects..... \$3,892,285,500

Industrial projects planned by Engineers and let on General Contract..... 262,571,700

TOTAL..... \$4,154,857,200

National Real Estate Journal, the official organ of the National Association of Real Estate Boards, estimates that about two-thirds of all residential building is done by realtors who are speculative builders.

## PEAK BUILDING SEASONS

## Commerce Year Book 1929

(Value in Thousands of Dollars)

	1928	Residential	Commercial	Industrial
<b>TOTAL.....</b>	<b>2,794,317</b>	<b>884,610</b>	<b>635,390</b>	
January.....	193,189	68,851	37,970	
February.....	238,985	57,695	34,881	
March.....	275,192	73,075	48,804	
April.....	276,586	82,758	85,093	
May.....	288,826	91,200	37,146	
June.....	258,084	93,942	63,537	
July.....	228,703	95,697	31,400	
August.....	213,705	58,911	42,607	
September.....	202,807	60,068	114,780	
October.....	239,692	67,330	62,259	
November.....	200,226	68,309	38,665	
December.....	178,323	66,773	38,248	

# A GUIDE FOR SELLING BUILDING-ENGINEERING MATERIALS AND MACHINERY

Giving essential sales data about this \$8,825,000,000 industry, such as: some items of materials and machinery purchased, relative importance of the buyers and specifiers; and peak seasons.

## BUILDING MATERIALS SOLD DURING 1927

(1929 Commerce Year Book)

(In Thousands of Dollars)

Block and tile.....	\$37,165
Boxes (except Cigar boxes) .....	133,993
Brick, tile, terra cotta.....	
Common brick.....	88,551
Vitrified brick or block.....	11,876
Face brick.....	45,428
Fancy or ornamental brick.....	50
Enameled brick.....	1,508
Architectural terra cotta.....	19,139
Hollow building tile.....	29,264
Floor tile.....	4,361
Ceramic mosaic tile.....	4,092
Faience tile.....	3,295
Wall tile.....	10,220
Cast iron pipe.....	95,089
Cast stone.....	13,915
Cement, (total output).....	293,565
Concrete building brick.....	1,636
Cooperage.....	66,947
Copper, tin, and sheet iron work.....	191,129
Doors, shutters, and window sash and frames, metal.....	65,280
Forgings.....	103,672
Furniture.....	879,706
Gas and electric fixtures.....	127,802

Glass.....	
Plate glass.....	43,745
Window glass.....	26,814
Obscured glass.....	5,093
Wire glass.....	4,377
Gravel, building.....	21,948
Hardware.....	208,254
Heating and cooking apparatus.....	483,444
Lime (for building purposes).....	20,963
Lumber and timber products not elsewhere classified.....	1,214,646
Paints and varnishes.....	519,010
Planing-mill products (not made in planing mills connected with saw mills).....	581,634
Refrigerators, cabinets and mechanical equipment.....	154,677
Refrigerators, wooden.....	58,163
Roofing materials (not wood, slate, tile, asbestos).....	123,210
Roofing tile.....	3,178
Sand, building.....	22,199
Sanitary enameled ware (bath tubs, lavatories, etc.).....	76,922
Steam fittings, hot water and steam heating apparatus.....	225,158

Stone, building.....	40,595
Stone, monumental.....	14,979
Structural and ornamental steel and iron.....	440,376
Structural steel (not fabricated).....	153,000
Turpentine and rosin.....	39,903
Wall plaster, wallboard, and floor composition.....	85,856
Window and door screens and weather strips.....	22,643
Window shades and fixtures.....	37,082
Wire, drawn from purchased bars or rods.....	190,710
Wrought pipe, (not made in steel works, or rolling mills).....	98,186

## IMPORTANCE OF NEW YORK MARKET

### Does 25% of All New Construction

Metropolitan New York is a highly concentrated building center. It does more building business (new construction) annually than all states west of the Mississippi put together; more than the 10 northeastern states; more than the four great states around Chicago, with Kentucky added; and considerably more than the remaining 11 states in the southeastern section, including Ohio!

## ENGINEERING CONSTRUCTION CONTRACTS—In the United States and Canada

\*Reported by Engineering News-Record for 1928—Compiled Monthly for Engineering Construction Markets

Figures are Thousands of Dollars—000 omitted

States	Water Works	Sewers	Bridges	Excavation Drainage, Irrigation	Streets and Roads	BUILDINGS			Federal Gov't. Work	Unclassified	CONSTRUCTION		1928 Total
						Industrial	Commercial	Public			Private	Public	
Maine.....		25	597		1,809	1,556	2,675	1,559	179	25	4,256	4,169	8,425
New Hampshire.....			328		1,397	603	2,260	723	37	75	2,938	2,485	5,423
Vermont.....	52		2,242		3,034	200	1,335	500		250	1,785	5,828	7,613
Massachusetts.....	11,732	1,261	1,036	559	10,966	20,094	67,621	16,066	753	2,609	89,440	43,257	132,697
Rhode Island.....	345	275	3,246		1,004	5,138	2,300	3,162	47	248	7,438	8,327	15,765
Connecticut.....		227	129	250	6,644	11,229	26,316	6,138	753	503	38,065	14,124	52,189
New England.....	12,129	1,788	7,578	809	24,854	38,820	102,507	28,148	1,769	3,710	143,922	78,190	222,112
New York.....	47,089	10,017	10,967	1,075	63,212	30,541	511,411	54,983	6,065	103,942	547,200	292,102	839,302
New Jersey.....	7,136	4,500	14,336	836	31,830	14,255	138,023	21,401	1,524	11,805	165,657	79,989	245,646
Pennsylvania.....	3,485	4,829	9,038	644	42,418	33,031	91,729	23,831	4,700	5,798	133,444	86,159	219,603
Maryland.....	417	1,834	1,114	173	8,035	17,883	28,001	5,923	9,739	1,977	46,284	28,812	75,096
Delaware.....		33	473		757		780	577	842		780	2,682	3,462
Middle Atlantic.....	58,127	21,213	35,928	2,828	146,252	95,710	769,944	106,715	22,870	123,522	893,365	489,744	1,383,109
Virginia.....		87	2,857		1,528	12,915	2,600	1,271	2,060	297	18,315	5,300	23,615
West Virginia.....	176	154	1,755	200	3,739	5,165	3,125	1,667	75	1,000	10,790	6,266	17,056
North Carolina.....	1,006	277	2,018	100	13,764	12,243	7,943	1,745	949	1,100	21,286	19,859	41,145
South Carolina.....	150		6,126		2,165	675	1,000		117		7,425	2,808	10,233
Georgia.....	28	150	1,153		6,720	24,340	3,514	2,389	263	40	27,854	10,743	38,597
Florida.....	99	40	958	672	6,136	3,521	686	686	676	852	4,968	9,300	14,268
Alabama.....		381	6,440		10,512	4,885	3,976	1,755	349	125	8,986	19,437	28,423
Mississippi.....	304	381	2,140	2,076	7,576	678	1,771	2,090	2,265	10	3,459	14,832	18,291
Louisiana.....	384	1,594	435	1,585	5,046	962	5,767	2,569	2,806	4,904	11,087	14,965	26,052
Kentucky.....	342	1,897	2,099		14,501	1,686	6,316	1,418	201	798	8,683	20,575	29,258
Tennessee.....	378	560	2,552		11,284	1,197	7,104	2,189	3,413	12,500	20,801	20,376	41,177
Southern.....	2,867	5,521	28,533	4,633	81,971	68,267	43,744	17,779	13,174	21,626	143,654	144,461	288,115
Ohio.....	2,783	6,924	6,054	674	37,835	19,424	65,845	18,634	2,502	4,542	90,804	24,503	165,307
Indiana.....	1,057	1,478	2,091	506	16,126	6,127	24,755	8,161	641	1,266	31,990	30,218	62,208
Illinois.....	1,571	19,464	10,896	7,022	60,217	18,860	227,710	13,555	1,028	4,494	251,459	113,358	364,817
Wisconsin.....	583	3,474	3,664	102	16,176	2,546	15,994	5,529	360	6,038	24,390	30,076	54,466
Michigan.....	3,287	13,082	2,642	881	26,860	27,327	39,331	12,948	3,307	8,148	73,029	64,784	137,813
Middle West.....	9,281	44,422	25,347	9,275	157,214	74,284	373,635	58,827	7,838	24,448	471,672	312,939	784,611
Minnesota.....	269	503	706	151	3,697	1,337	16,083	3,425	1,784	1,162	18,550	10,567	29,117
Iowa.....	256	286	3,005	582	38,400	2,606	3,230	295	663	789	6,119	43,993	50,112
Missouri.....	2,266	3,253	4,472	708	14,665	15,050	68,055	5,340	4,279	15,590	97,217	36,461	133,678
Arkansas.....	287	423	3,497	549	10,622	1,752	7,290	1,971	961	3,175	12,441	18,086	30,527
North Dakota.....	142	157	318		902	810	675		234		4,485	2,679	4,164
South Dakota.....	89	23	130		868		1,175		182		3,000	4,175	5,893
Nebraska.....	349	2,1	749	52	1,114	250	10,100	1,565		5,120	16,170	3,400	19,570
Kansas.....	400	520	1,660	22	9,139	1,668	3,235	3,200	150	2,647	7,479	15,162	22,641
Oklahoma.....	2,022	2,010	1,223	60	11,700	1,950	9,962	1,602	139	10,566	22,173	19,061	41,234
Texas.....	5,829	3,497	3,764	14,795	36,584	22,666	28,944	5,617	1,720	49,245	100,123	72,538	172,661
Montana.....	51	438	332		2,349	195	594		1,525	236	2,789	4,931	7,720
Wyoming.....	192		33		1,374	100			393	700	800	2,092	2,892
Colorado.....	150		125		3,637	720	2,737		1,148	863	4,310	9,772	14,082
New Mexico.....					1,999				169	1,000	1,000	2,168	3,168
West of Mississippi.....	12,302	11,381	20,014	16,919	137,050	49,104	152,080	30,987	11,765	95,857	294,831	242,628	537,459
Idaho.....			103		1,895				374	725	725	2,372	3,097
Utah.....			44		698				12	25	25	754	779
Arizona.....		48	539		2,172		700		240	3,450	4,150	2,999	7,149
Nevada.....	63	32			650		325		71		325	1,436	1,761
Washington.....	1,202	1,988	7,572	420	11,802	7,788	13,265	1,143	3,049	2,299	27,527	23,001	50,528
Oregon.....	208	258	837		1,235	1,873	2,506	659	5,302	2,630	5,979	9,529	15,508
California.....	3,258	14,018	2,583	2,126	46,857	17,399	127,746	14,856	3,417	24,193	152,911	103,532	256,443
Far West.....	4,731	16,344	11,678	3,196	65,269	27,060	144,542	16,658	12,465	33,322	191,642	143,623	335,265
United States (1928).....	99,437	100,669	129,078	37,660	612,610	353,245	1,586,452	259,114	69,881	302,525	2,139,086	1,411,585	3,550,671
Canada (1928).....	1,512	3,772	6,795	6,432	23,158	27,750	50,443	16,496		39,241	92,849	82,750	175,599

\*Copyright McGraw-Hill Publishing Co., Inc. Reprinted by permission. Published by Engineering News-Record and Construction Methods.

†Building Investment



## MINING AND PUBLIC UTILITY INDUSTRIES

## LIGHT AND POWER MARKET BY STATES

## Based on Generating Capacity

Prepared and Copyrighted by *Electrical World*, January, 1929. Reprinted with permission.

This table gives the total number of operating companies 500 kva. and over in size by states with the total installed capacity of these companies.

State and Section	No. of Companies	Generator Rating, Kva.	Value of Market %*
United States.....	1,337	31,582,679	100.00
Middle Atlantic.....	188	7,871,149	24.93
East North Central.....	304	7,096,165	22.47
South Atlantic.....	155	3,665,392	11.60
Pacific.....	66	3,639,756	11.52
W. North Central.....	234	2,587,760	8.19
New England.....	171	2,363,856	7.48
E. South Central.....	54	1,619,138	5.13
W. South Central.....	89	1,419,550	4.49
Mountain.....	76	1,119,913	3.54
New York.....	91	3,789,379	12.00
Pennsylvania.....	84	3,327,481	10.54
California.....	33	2,555,259	8.09
Illinois.....	48	2,124,144	6.74
Ohio.....	82	2,111,443	6.68
Michigan.....	58	1,386,449	4.39
Massachusetts.....	86	1,326,740	4.20
North Carolina.....	41	1,213,844	3.85
Missouri.....	43	957,689	3.03
Indiana.....	61	816,460	2.58
Texas.....	39	796,346	2.52
New Jersey.....	13	754,289	2.39
Washington.....	20	686,398	2.17
Minnesota.....	48	677,742	2.14
Wisconsin.....	55	657,669	2.08
Alabama.....	10	656,330	2.08
Connecticut.....	22	559,095	1.77
West Virginia.....	12	494,217	1.56
Georgia.....	22	490,041	1.55
Tennessee.....	19	450,787	1.43
Kentucky.....	15	437,786	1.39
Iowa.....	53	418,462	1.33
Maryland.....	12	417,983	1.32
Oregon.....	13	398,099	1.26
Florida.....	29	388,481	1.23
Montana.....	8	313,270	0.99
Utah.....	12	307,972	0.97
Virginia.....	14	291,479	0.92
Kansas.....	42	275,914	0.88
Oklahoma.....	22	275,394	0.87
Rhode Island.....	9	244,250	0.78
Louisiana.....	19	243,116	0.77
Colorado.....	16	242,013	0.77
Maine.....	19	221,065	0.70
Nebraska.....	31	196,719	0.62
District of Columbia.....	2	185,000	0.58
South Carolina.....	19	147,647	0.47
Vermont.....	23	115,461	0.37
Arizona.....	12	111,682	0.35
Arkansas.....	9	104,694	0.33
New Hampshire.....	12	97,245	0.31
Idaho.....	7	91,787	0.29
Mississippi.....	10	74,235	0.23
South Dakota.....	10	38,956	0.12
Delaware.....	4	36,700	0.12
New Mexico.....	10	23,434	0.07
North Dakota.....	7	22,278	0.07
Wyoming.....	7	15,840	0.06
Nevada.....	4	13,915	0.04
Recapitulation			
Companies 500 kva and over.....	1,337	31,582,679	99.33
Companies less than 500 kva.....	2,726	214,143	0.67
Grand Total, all Companies.....	4,063	31,796,822	100.00

\*This column is based on per cent of total generator rating.

On January 1, 1929, there were 4,063 operating systems with a total capitalization of \$10,300,000,000 and an installed generating capacity of 31,796,822 kva. The industry supplies 23,403,000 customers from which in 1928 a gross revenue of \$1,908,900,000 was received. Operating and maintenance expenses used \$791,000,000 of this revenue. The capital expenditures for construction of new generating plants and transmission and distribution systems during the past few years, with the estimated budget for 1929, follows.

1922....	\$324,016,000	1926....	\$841,344,000
1923....	502,143,000	1927....	760,353,000
1924....	692,440,000	1928....	786,978,000
1925....	721,300,000	*1929....	853,946,000

\*Budget.

In their normal operations the light and power companies generated 83,100,000,000 kw.-hr., of which 33,954,000,000 kw.-hr. came from hydro-electric plants with an installed capacity of 11,915,000 hp. and 49,146,000,000 kw.-hr. from fuel plants with an installed capacity of 27,835,000 hp. Of the 4,063 operating companies in the country 2,153 were privately owned and 1,910 were owned by municipalities.

The worthwhile market among the 4,063 companies consists of those companies having a rating of 500 kva. or greater. The following shows how the total market is segregated.

## THE WORTH-WHILE MARKET

	Below 500 Kva.	500 Kva. and above	Total
Total number of companies.....	2,726	1,337	4,063
Number of companies generating.....	1,362	1,032	2,394
Number of companies purchasing.....	1,364	305	1,669
Installed generating capacity, kva.....	214,143	31,582,679	31,796,822
Per cent of installed generating capacity.....	0.67	99.33	100.00

Over forty-seven per cent of the central station market is located in the Middle Atlantic and East North Central sections, comprising the states of New York, New Jersey, Pennsylvania, Ohio, Indiana, Illinois, Michigan and Wisconsin.

## CENSUS OF COAL MINES BY STATES

## Classified by Annual Production

(Courtesy of Coal Age)

States	Class 1, Producing Over 200,000 Net Tons No.	Class 2, Producing 100,000-200,000 Net Tons No.	Class 3, Producing 50,000-100,000 Net Tons No.	Class 4, Producing 10,000-50,000 Net Tons No.	Total No. of Mines	Annual Production for 1926, Net Tons (excluding Product of Wagon Mines)
Alabama.....	21	27	49	90	187	22,356,000
Alaska.....			1	1	2	
Arkansas.....		1	7	28	36	1,720,000
Cal. Idaho & Oregon.....	15	21	27	47	110	10,579,000
Colorado.....			1		1	
Georgia.....	106	59	58	88	311	69,700,000
Illinois.....	37	33	39	57	166	22,839,000
Indiana.....	4	11	14	49	78	5,069,000
Kansas.....	2	7	18	48	75	4,531,000
Kentucky, Eastern.....	46	84	92	142	364	47,906,000
Western.....	8	25	23	62	118	15,424,000
Maryland.....		4	7	37	48	3,487,000
Michigan.....	2	1	2	3	8	649,000
Missouri.....			17	40	57	2,697,000
Montana.....	3	5	4	8	20	2,905,000
New Mexico.....	2	11	6	7	26	2,866,000
North Carolina.....				2	2	
North Dakota.....		3	3	17	23	1,156,000
Ohio.....	43	56	59	172	330	29,150,000
Oklahoma.....		3	8	45	56	2,339,000
Penna. (Bituminous).....	181	196	210	591	1,178	151,119,000
South Dakota.....						
Tennessee.....		13	15	56	84	5,897,000
Texas.....		1	5	31	37	1,061,000
Utah.....	8	9	7	4	28	4,434,000
Virginia.....	22	6	20	34	82	13,493,000
Washington.....	5	5	6	12	28	2,548,000
West Virginia.....	132	216	236	369	953	147,209,000
Wyoming.....	9	22	9	7	47	6,968,000
Penna. anthracite classified*. Estimated No. large mines.....					500	85,000,000
Note. Total production for Alaska, Cal., Idaho, Ore., Ga., N. C. & S. D. ....						188,000
TOTAL.....	646	819	943	2,047	4,955	663,290,000

\*Operates 238 Breakers, 35 Washeries and 53 Dredges.

## METAL MINING SALES DATA

(Courtesy of *Engineering and Mining Journal*)

This market spends about \$300,000,000 yearly for machinery, equipment and supplies. In the United States alone, in 1926 the annual value of its products in unmanufactured form was over \$2,000,000,000. The international importance of the market is indicated by the fact that at least one-third of its buying power originates from operations outside the United States.

(Note—Readers are urged to get a copy of World Map of this industry from *Engineering and Mining Journal*.)

## METAL MINING UNITS IN UNITED STATES

Mines 4,000; Mills 800, Smelters and Refineries 120.

## WORLD CENSUS OF SMELTERS

## COPPER—LEAD—ZINC

Location	No. in Operation (1926)
United States.....	104
Canada.....	20
Mexico.....	22
South America.....	17
Europe.....	144
Asia.....	22
Africa.....	12
Australia.....	8

Rated Distributing Areas by Purchases  
Covering Metals, Mining and Equipment Supplies of Materials

City	Percentage	Area Covered
Seattle.....	.3	British Columbia and Alaska.
Chicago.....	1.3	Contiguous territory
Cincinnati.....	1.3	Contiguous territory
Houston.....	2.6	Contiguous territory
Birmingham.....	3	Contiguous territory
Denver.....	3	Contiguous territory
San Francisco.....	4	Far East
New York.....	7.7	Europe, Central America and South America
El Paso.....	7.9	Mexico
Los Angeles.....	10	Mexico & South America
Butte.....	11.6	Contiguous territory
Salt Lake City.....	12.5	Contiguous territory
St. Louis.....	12.9	Contiguous territory
Duluth.....	20.8	Contiguous territory



# A GUIDE FOR SELLING THE INSTITUTIONAL MARKETS

Through the courtesy of several magazines covering the institutional markets, we are enabled to print the data below. These magazines are the *Institutional Jobbers Magazine*, *Hotel Management*, *Modern Hospital*, *Nation's Schools and Restaurant Management*. In view of the great importance of each branch of the institutional markets, readers are urged to communicate with the above mentioned papers for data about a specific market.

There are twelve divisions to this market, the five most important being:

## WHAT RESTAURANTS BUY

(Estimated Annual Market)

Bakery equipment.....	\$2,700,000
Cooking equip. (ranges, cookers)...	11,000,000
Cleaning supplies.....	13,500,000
Kitchen equipment.....	14,000,000
Kitchen utensils.....	9,000,000
Refrigeration and ice boxes.....	19,200,000
Silver, glassware, tableware.....	12,800,000
Soda fountain equipment.....	6,400,000
Tables, chairs, counters, etc.....	36,000,000

## RESTAURANT HIGHLIGHTS

Approximate number of commercial restaurants.....	110,000
Approximate number of rated restaurants.....	25,000
New restaurants opened each year.....	9,000
Number of meals served in restaurants each year.....	17,000,000,000
Average seating capacity of each restaurant.....	53
Average turnover per chair per day (times).....	8
Average cost per seat of equipping restaurant.....	\$125-\$150
Estimated number of restaurants with soda fountains.....	20,000
Percentage of restaurants operated by women.....	30%

## RESTAURANT CENSUS

(By Types and Number Rated)

Lunch room and coffee shops.....	8,200
Table service restaurant.....	5,700
Sandwich shop and soda grill.....	4,400
Cafeteria.....	3,200
Specialty restaurant.....	1,450
Tea room and motor inns.....	1,100
Dining cars.....	950
Total number of rated restaurants.....	25,000

## THE SCHOOL MARKET

A Total of \$2,657,542,181 Annually

\$500,000,000 For New Construction Annually

General construction materials.....	77 %	\$385,000,000
Heating and ventilating.....	10.7 %	53,500,000
General equipment.....	4.9 %	24,500,000
Plumbing.....	3.8 %	19,000,000
Electrical.....	3.6 %	18,000,000

Total, New Construction Expenditures..... \$500,000,000

\$2,157,542,181 For Maintenance Annually

	Per Pupil Cost	Total Cost
Public elementary.....	\$58.93	\$1,231,554,330
Public high.....	173.72	589,189,606
Private and parochial elementary.....	58.93	86,812,435
Private and parochial high.....	173.72	44,145,553
Public colleges and universities.....	593.75	151,781,079
Private colleges and universities.....	402.14	189,203,947
Teachers' colleges and normal schools.....	179.19	44,855,203

TOTAL..... \$2,157,542,181

## SCHOOL BUILDING CENSUS

Total number of school buildings.....	263,280
(Figure includes total buildings used, irrespective of individual school units, listed below)	
One room schools.....	157,034
Public high schools.....	22,500
Consolidated schools.....	14,134
Junior high schools.....	1,109
Junior-senior high schools.....	1,949
Parochial schools.....	7,000
Private high schools and academies (1,241 with boarding facilities).....	2,124
Universities and colleges (public, 144; private, 769).....	913
Teachers' colleges and normal schools.....	299

## WHAT THE HOSPITALS BUY

A Partial List of Annual Purchases

A billion dollars is spent for maintenance. Less than 10 per cent of this is for medical service. Here are a few estimated annual expenditures.

Foods.....	\$190,000,000
Dry Goods and Textiles.....	19,000,000
Kitchen Supplies.....	8,000,000
Laundry Maintenance.....	13,000,000
Paints and Varnishes.....	4,750,000
Soaps and Cleaners.....	12,000,000

Three hundred million is spent annually for new construction, as follows:

Masonry, Concrete and Hollow Tile.....	\$58,600,000
Cut Stone and Terra Cotta.....	14,500,000
Doors, Windows and Flooring.....	22,600,000
Composition Roofing.....	9,000,000
Lathing and Plastering.....	16,450,000
Marble, Terrazzo and Tile.....	26,500,000
Metal Cases and Misc. Iron.....	15,070,000
Carpentry, Hardware and Painting.....	32,459,000
Refrigeration.....	11,400,000
Screens and Weatherstrips.....	3,250,000
Lighting Fixtures and Electric.....	13,100,000
Heating, Ventilating and Plumbing.....	46,700,000
Elevators and Dumbwaiters.....	6,600,000
Laundry Equipment.....	8,100,000
Food Service, Conveyers and Trucks.....	6,840,000
Sterilizers.....	4,260,000
Private Room and Ward Furnishings.....	9,270,000
X-Ray, Laboratory and Oper. Room.....	6,600,000
Physiotherapy and Surgical.....	3,750,000
Office, Storerooms and Repair Shops.....	1,800,000
Doctors' and Employees' Quarters.....	9,900,000
Training and Social Service Quarters.....	930,000

## WHAT THE HOTELS BUY

(In single units unless otherwise noted)

Bath Towels, Dozen.....	612,500
Beds.....	400,000
Blankets.....	1,531,050
Book Matches.....	1,375,000,000
Brushes.....	4,242,000
Carpets, Square Yards.....	8,860,000
Chairs (All Kinds).....	1,463,200
Cleaning Compounds, Pounds.....	37,455,000
Clothes Hangers.....	3,250,000
Dish Warmers.....	\$420,000
Floor Wax, Pounds.....	282,000
Food Choppers.....	\$275,000
Furniture Polish, Quarts.....	2,810,000
Guest Room Soap, Cakes.....	912,500,000
Kitchen Cutlery.....	\$425,000
Kitchen Utensils.....	\$730,000
Lamps.....	285,000
Medicine Cabinets.....	165,000
Ovens (All Kinds).....	\$1,420,000
Radiator Covers.....	135,000
Ranges (All Kinds).....	\$1,914,000
Roll Warmers.....	\$365,000
Sheets, Dozen.....	\$72,000
Steam Kettles.....	\$350,000
Steam Tables.....	\$630,000
Tables (All Kinds).....	248,200
Table Cloths, Dozen.....	86,000
Toasters (Electric).....	\$425,000
Toilet Tissue, Packages.....	45,000,000
Urns (All Kinds).....	\$1,065,000
Wash Cloths, Dozen.....	2,550,000

## TWO IMPORTANT INSTITUTIONAL MARKETS BY STATES

States	*CENSUS OF HOSPITALS AND BEDS BY STATES—1929			†CENSUS OF HOTELS AND OTHER MARKET DATA BY STATES			
	Number of Hospitals	Number of Hospital Beds	Number of Allied Beds	Hotels	Rooms	Employees	Investment ('000 omitted)
Alabama.....	104	9,388	2,887	241	8,750	3,110	\$26,422
Arizona.....	66	4,007	229	215	7,500	2,400	18,079
Arkansas.....	69	6,986	1,278	402	13,260	4,730	39,433
California.....	407	51,670	11,037	1,598	114,680	44,980	408,365
Colorado.....	124	11,836	2,38	568	27,630	9,250	72,813
Connecticut.....	94	14,316	4,072	309	13,730	4,980	42,871
Delaware.....	16	1,662	617	47	1,880	620	4,574
District of Columbia.....	35	10,470	4,221	98	13,750	6,950	72,047
Florida.....	91	7,801	1,540	873	63,100	23,740	207,739
Georgia.....	105	11,504	2,118	414	21,230	7,750	65,573
Idaho.....	57	2,816	356	228	7,790	2,450	18,540
Illinois.....	368	57,173	30,593	1,476	107,750	46,760	439,716
Indiana.....	160	19,428	9,170	630	35,000	12,580	105,521
Iowa.....	182	17,812	4,196	686	25,700	8,920	73,426
Kansas.....	155	12,073	4,091	535	16,730	5,320	39,526
Kentucky.....	113	11,867	6,877	272	14,380	5,290	45,431
Louisiana.....	64	9,658	3,028	185	9,220	3,820	35,301
Maine.....	74	5,770	5,001	516	21,500	7,260	59,088
Maryland.....	91	16,020	5,698	221	8,620	3,200	28,535
Massachusetts.....	328	47,602	11,396	700	42,850	17,390	162,377
Michigan.....	239	33,292	7,825	952	56,650	23,560	219,064
Minnesota.....	229	25,375	5,139	646	32,500	12,020	103,630
Mississippi.....	67	6,670	857	175	7,310	2,550	21,523
Missouri.....	177	24,622	10,294	659	35,770	13,820	124,774
Montana.....	71	5,829	1,263	322	11,940	3,860	30,031
Nebraska.....	108	9,448	2,785	389	15,160	5,250	43,175
Nevada.....	20	1,032	75	69	2,610	840	6,536
New Hampshire.....	52	4,627	2,020	379	15,820	5,450	44,789
New Jersey.....	200	30,588	8,021	1,142	93,250	30,900	236,303
New Mexico.....	56	4,261	429	155	4,780	1,470	10,351
New York.....	656	117,099	58,351	2,146	194,540	86,320	828,154
North Carolina.....	144	12,411	2,427	474	19,890	6,920	57,946
North Dakota.....	55	4,395	473	304	9,730	3,010	21,730
Ohio.....	292	41,519	27,190	856	56,130	23,900	225,801
Oklahoma.....	128	8,797	1,522	543	24,270	8,030	61,862
Oregon.....	87	8,124	1,436	355	19,750	6,950	58,775
Pennsylvania.....	424	74,047	30,038	1,627	105,310	36,240	285,655
Rhode Island.....	31	5,393	2,238	108	6,550	2,410	20,862
South Carolina.....	60	5,551	1,044	223	9,680	3,200	25,058
South Dakota.....	52	4,494	911	256	11,080	3,840	31,557
Tennessee.....	110	10,588	4,470	327	12,650	4,900	44,422
Texas.....	297	25,024	5,537	1,170	79,410	27,230	213,544
Utah.....	33	2,246	740	142	7,080	2,440	20,116
Vermont.....	36	2,954	942	232	8,890	2,820	21,114
Virginia.....	114	13,554	5,454	384	17,990	6,490	55,839
Washington.....	142	14,065	3,285	520	35,710	12,530	104,583
West Virginia.....	85	8,498	1,082	248	11,040	4,040	35,613
Wisconsin.....	222	22,459	11,186	773	35,380	11,850	92,400
Wyoming.....	34	2,000	229	160	5,080	1,700	13,416
U. S. Possessions.....	191	18,254	1,198				
TOTAL.....	7,115	877,075	309,604	25,950	1,521,000	576,000	5,024,000

\* (Condensed from a survey in the 9th Edition *Modern Hospital Year Book*. Copyright 1929 by The Modern Hospital Publishing Co., Chicago.) Reprinted from "The Future of the Institutional Supply House."

† Compiled by Horwath & Horwath.

## STATISTICS OF MANUFACTURING INDUSTRIES

A composite statistical abstract based on 1927 Census Reports, of all American manufacturing industries with indices for industrial selling appears on pages 63, 64, 65 and 66. Because factories are so thoroughly covered elsewhere the attempt, here below, will be to give supplementary data on a few specific industries.

In presenting and arranging the data in the industrial section we have received the most generous advice and assistance from the various Government officials mentioned elsewhere in this book and from Mr. Eldridge Haynes of the McGraw-Hill Publishing Co., Mr. L. C. Fletcher, of the Gage Publishing Co., *The Iron Age, Machinery* and many other industrial papers, to all of whom we are greatly indebted.

### A GUIDE FOR SELLING TO THE TEXTILE INDUSTRY

Showing number of Plants and Value of Products for the Industry and by Subdivisions  
Based on Census Reports for 1927 and Textile World

Division and Subdivision	SUB-DIVISION		DIVISION	
	No. Plants	Value, Products	No. Plants	Value, Products
Cotton Goods and Yarns.....			1,567	\$1,632,220,577
Knit Goods.....			1,869	816,620,494
Hosiery.....	672	\$456,913,137		
Underwear.....	285	173,423,491		
Outerwear.....	775	125,940,929		
Knit Cloth.....	137	60,342,937		
Silk Manufactures.....	1,307	629,405,847	1,648	750,123,705
Finished Products.....	341	120,717,856		
Products of Throwsters, Wappers, etc....				
Wool Manufactures.....	65	166,888,408	824	984,866,707
Carpets and Rugs, Wool.....	471	301,308,743		
Woolen Goods.....	288	516,669,556		
Worsted Goods.....				
Bleaching, Dyeing and Finishing.....	52	3,457,938	795	409,505,310
Cloth Sponging and Refinishing.....	743	406,047,372		
Dyeing and Finishing.....				
Miscellaneous Mills.....	116	89,172,495	543	339,944,836
Cordage and Twine.....	42	27,298,159		
Cotton Lace.....	50	41,894,844		
Felt Goods, Wool or Hair.....	17	9,381,645		
Hats, Wool—Felt.....	146	99,299,648		
Hats, Fur—Felt.....	16	3,616,119		
Hair Cloth.....	23	23,185,997		
Jute.....	18	10,377,346		
Linen Goods.....	10	1,536,567		
Mats and Matting, Grass and Coir.....	7	282,895		
Flax and Hemp, Dressed.....	18	14,640,401		
Wool Pulling.....	25	6,661,994		
Wool Scouring.....	55	12,596,726		
Wool Shoddy.....				
Rayon.....			19	109,888,336
<b>TOTAL U. S. TEXTILE INDUSTRIES.....</b>			<b>7,265</b>	<b>\$5,043,169,965</b>

### LOCATION OF TEXTILE MILLS

By Divisions and Geographical Regions and RANKING OF DIVISIONS by Number of PLANTS and Percentage of Value of Products. Based on 1927 Census Reports and Textile World

Geographical Region	Cotton		Knit Goods		Silk		Woolen and Worsted		Mills		Dyeing and Finishing		Miscellaneous
	%	%	%	%	%	%	%	%	%	%	%	%	
New England.....	24.2	8.0	6.2	50.9	20.0	32.1	40.8						
Mid. Atlantic.....	13.5	64.4	91.1	33.5	67.0	28.8	37.7						
S. Atlantic.....	49.7	9.2	1.6	4.1	4.7	19.9	5.5						
E. N. Central.....	2.2	10.0	0.6	6.6	5.5	8.5	8.2						
E. S. Central.....	7.6	3.4	0.3	1.5	1.1	6.5	1.9						
W. N. Central.....	0.0	1.3	0.1	0.2	.8	1.3	1.7						
W. S. Central.....	2.2	0.4	0.1	1.5	.1	1.2	0.6						
Mt. States.....	0.0	0.5	0.0	0.2	.0	0.0	0.1						
Pacific States.....	0.2	2.3	0.0	1.5	.8	1.5	3.5						
Total No. of Plants in Industry Div.....	1567	1869	1648	824	795	1443	543						

### RAYON DIVISION

Total U. S. Consumption..... 1928	
U. S. Production, Lbs.....	97,700,000
Imports, Lbs.....	12,000,000
Total on Hand, Lbs.....	109,700,000
Exports, Lbs.....	210,000
Total U. S. Consumption, Lbs.....	109,490,000

### RAYON CONSUMPTION BY U. S. INDUSTRIES

Underwear.....	32.0	Braids, Elastics.....	4.6
Cotton Goods.....	21.5	Other Knit G'ds.....	3.9
Hosiery.....	18.3	Woolen & Worsted.....	0.7
Silk Goods.....	14.0	Miscellaneous.....	5.0

### THE METAL WORKING INDUSTRY

(Courtesy of The Iron Age)

Number of Plants.....	29,206
Value of Products.....	\$21,169,847,838
Cost of Material.....	\$11,593,983,363
Wage Payroll.....	\$4,492,794,324
Number Wage Earners.....	3,028,075
Primary H. P.....	14,303,668

## THE PROCESS INDUSTRIES

The Process Industries employ the unit processes of chemical engineering in their manufacturing operations. The similarity of operations, equipment and men employed, as well as the use of the products of one industry as the raw material of another, make this group a closely knit unit. These industries are grouped according to their products—chemicals, ceramics, coke, explosives, fertilizers, glass, gelatine and glue, leather (tanned and finished), lime and cement, manufactured gas, oils

and greases, paints and varnishes, paper and pulp, petroleum refining, rayon, rubber goods, soap, sugar, linoleum and artificial leather.

The Process Industries produced 18.9 per cent of the total for all U. S. industries, or \$11,820,484,000, and employed 1,142,525 wage earners, reported and installed horse-power of 9,702,500, which represents 24.9 per cent of the total for all industries, according to 1927 Census Reports.

### RANKING BY STATES OF PROCESS INDUSTRIES

Percentages Showing Number of Plants in Each State in 1929; also Showing those States producing over 10 per cent or 5 per cent of Industry Total. Courtesy of Chemical and Metallurgical Engineering.

States, Ranked by Number of Plants	No. of Plants	% of the Whole	States, Ranked by Number of Plants	No. of Plants	% of the Whole	States, Ranked by Number of Plants	No. of Plants	% of the Whole
1. *Penna.....	1,683	11.33	18. N. Carolina.....	249	1.68	35. N. Hamp.....	56	.38
2. *New York.....	1,615	10.87	19. Virginia.....	246	1.65	36. Vermont.....	53	.36
3. *Ohio.....	1,216	8.18	20. Iowa.....	245	1.65	37. R. Island.....	49	.33
4. *Illinois.....	957	6.45	21. W. Va.....	229	1.54	38. Delaware.....	35	.24
5. *N. Jersey.....	847	5.70	22. Tennessee.....	188	1.26	39. Utah.....	31	.21
6. Georgia.....	791	5.33	23. Minnesota.....	178	1.20	40. Arizona.....	26	.17
7. *California.....	764	5.14	24. Connecticut.....	176	1.19	41. Montana.....	21	.14
8. *Mass.....	735	4.95	25. Oklahoma.....	157	1.06	42. Wyoming.....	20	.13
9. *Missouri.....	436	2.94	26. Kentucky.....	157	1.06	43. S. Dakota.....	18	.12
10. *Texas.....	423	2.85	27. S. Carolina.....	140	.94	44. D. of Col.....	11	.07
11. Florida.....	406	2.74	28. Kansas.....	130	.87	45. Idaho.....	9	.06
12. Indiana.....	399	2.69	29. Mississippi.....	126	.85	46. N. Dakota.....	8	.05
13. Michigan.....	382	2.57	30. Washington.....	115	.77	47. Nevada.....	4	.03
14. Alabama.....	290	1.95	31. Maine.....	88	.59	48. N. Mexico.....	4	.03
15. Maryland.....	279	1.88	32. Nebraska.....	84	.57			
16. Louisiana.....	278	1.87	33. Arkansas.....	69	.46			
17. Wisconsin.....	256	1.72	34. Oregon.....	65	.44			
						TOTAL, U. S.....	14,854	100.00

\*Produces over 10% of industry total.

†Produces over 5% of industry total.

### ELECTRICAL MANUFACTURING

#### Ranking of States by Value of Products

Based on data furnished by *Electrical Manufacturing, Electrical Record* and 1927 Census Reports

According to the 1927 Census Reports there are in the United States only 1,777 manufacturers whose major interest and capital investment are electrical. These companies produce annually \$1,637,307,035 worth of machinery, apparatus and supplies. Based on these Reports and the Bureau's breakdown by states, we show below the percentage of the electrical manufacturing done by states. The table below does not show the entire market. It will prove useful, however, as a market guide. The entire market consists of 4,867 companies which manufacture all manner of products that are electrically operated or propelled by electricity or that are lighted or heated by electrical energy. These 4,867 companies are listed in the Gage List of Electrical Buyers, the trade authority for 45 years, and any manufacturer desiring to sell to the entire electrical manufacturing market can get a list of all his buyers from the publisher named above.

### RANKING OF ELECTRICAL MANUFACTURING STATES

TOTAL U. S. AND BY STATES	NO. OF PLANTS	VALUE OF PRODUCTS	% OF THE TOTAL INDUSTRY
TOTAL U. S.....	1,777	\$1,637,307,035	100%
1. Illinois.....	258	261,089,307	16.0
2. Penna.....	136	247,442,426	15.1
3. New York.....	298	243,209,371	14.9
4. Ohio.....	206	188,763,978	11.6
5. N. Jersey.....	137	173,932,303	10.6
6. Mass.....	122	139,348,725	8.5
7. Indiana.....	58	102,690,445	6.3
8. Conn.....	70	75,926,216	4.7
9. Wisconsin.....	65	48,027,662	2.9
10. Missouri.....	52	43,371,941	2.6
11. Michigan.....	60	36,623,319	2.2
12. California.....	115	31,461,835	1.9
13. R. Island.....	14	13,354,654	.8
14. Minnesota.....	29	6,699,351	.4
15. Kentucky.....	12	3,904,849	.2
16. W. Va.....	10	3,222,992	.2
17. Wash.....	25	1,563,850	.1
18. Iowa.....	9	1,015,542	.06
19. Texas.....	11	1,011,812	.06
20. N. Hamp.....	6	886,723	.05
21. Georgia.....	4	542,309	.03
22. Tennessee.....	3	501,409	.03
23. Oregon.....	10	404,196	.02
24. Colorado.....	8	377,432	.02
25. Virginia.....	5	230,175	.01
26. N. C.....	6	197,249	.01
27. Louisiana.....	3	131,510	.01
All others.....	45	11,375,454	.7

### DATA ABOUT MACHINE SHOPS

According to *Machinery's* records, there are approximately 20,000 machine shops in this country of varying importance as purchasers of machine tools and shop equipment. Of this total about 3,500 large plants, rated at \$500,000 and over, make up the backbone of the purchasing power in the entire field.

These shops purchase \$12,000,000,000 worth of goods annually.

### RANKING OF TEXTILE INDUSTRY DIVISIONS BY VALUE OF PRODUCTS

Based on 1927 Census Reports and Textile World

INDUSTRY AND DIVISIONS—1927	MILLS	VALUE OF PRODUCTS
TOTAL U. S. TEXTILE INDUSTRY.....	7,265	\$5,043,169,965
Percentage Each Division Bears to the Whole	% of Whole	% of Whole
1. Cotton Goods & Yarns.....	21.6	32.4
2. Knit Goods.....	25.7	16.2
3. Silk Manufactures.....	22.7	14.9
4. Wool Manufactures.....	11.3	19.5
5. Bleaching, Dyeing, Finishing.....	11.0	8.1
6. Miscellaneous.....	7.5	6.7
7. Rayon.....	.2	2.2

### FOOD INDUSTRIES

(Courtesy of Food Industries)

The Food Industries are processors of meat, grain, bakery and milk products; canning and preserving; sugar; confectionery; beverages; flavors; coffee; spices and nuts; and manufactured ice. In 1927 the food industries produced 17.8 per cent of the value of all products made per Census Reports. (See page 64 for food statistics.)



## IV

DISTRIBUTION  
OF GOODS

## SALES VOLUME AND OUTLETS

## Estimates of Volume by Industries Based on the 11-City Census

In this section is assembled the best available information about the distribution of goods through wholesale and retail channels. Reliable data on the subject are far from complete, and they do not satisfy the requirements of studies to curtail distribution wastes which are generally attributed to ignorance of details of the subject. These needs will be met, it is hoped, by the national Census of Distribution provided for by the 1929 session of Congress, the findings of which are not likely to be published, however, before 1932.

Meanwhile the character of that report can be inferred from the report of the trial Census of Distribution in 11 cities which covered the year ended 1926. It is possible, also, taking the 11-city census as a basis, to get a fair idea of the extent of sales and outlets of the country as a whole. A novel compilation of this sort will be found below. It indicates a much larger volume of total retail sales than many of the current estimates, but, as will be seen, there is highly respectable support for the conclusions arrived at. It is interesting also for its detail, covering 50 lines of trade.

Because of their usefulness along these and similar lines, some of the most important of the 11-city Census findings are given in this section. They are valuable, also, as a preparation for the national census. No part of them is more enlightening than that which contrasts chain and independent store operations. From these data has been compiled a unique table of chain store sale possibilities in all lines of trade. Differences

between these figures and the comparatively small number furnished by the trade papers in this field are due partly to differences in classifications of stores.

Much light is thrown upon the condition of the independents by the table showing stores grouped by volume of sales. Here we see how disproportionately large is the number of dealers whose business is of very small dimensions.

The 11 city Census figures on wholesale operations cannot be adapted to nation-wide inferences on account of uncertainty as to the territory they cover. Yet they account for more than a third of the entire volume at wholesale. The census enumerates 10,700 establishments employing 252,401 persons, besides members of firms and proprietors, and selling \$9,671,680,000 worth of goods. Dr. Willford I. King of the National Bureau of Economic Research put the wholesale sales of the country in 1925 at 26½ billion dollars. It is obvious, therefore, that the facts presented are highly significant of wholesale business in general.

In the subjoined tabulation of outlets, retail and wholesale, preference is given to reports of outlets having commercial rating. The more extended lists make no discrimination and are far apart in their respective estimates.

A report of production and sales in various industries by months affords a useful indication of seasonal variations. An appended list of merchandising services of the more important publications should also prove serviceable.



# VOLUME OF NATIONAL RETAIL SALES BY 50 CLASSES

## Application Of A Formula Derived From The 11 City Census of Distribution

In the table presented herewith an attempt is made to indicate the relative extent of retail sales in 50 lines of trade specified by the Census Bureau. The figures are derived from the findings for 1926, in composite form, of the Census of Distribution in 11 cities. The formula adopted is simple: the 93,928 stores of these cities served a population including trading areas of something like  $9\frac{1}{4}$  million persons, nearly one-thirteenth of the country's population in 1926, 117 million. The sales of these stores amounted to  $4\frac{1}{4}$  billion dollars. Sales in the eleven cities are multiplied, therefore by 12.6484 to show, primarily, how the dollar in retail trade is apportioned among the various kinds of goods bought, and, secondly, possible volume of each kind.

The 11 cities afford a fair cross section of the United States. On this point the Census report says:

"Every section of the country is represented: Seattle and Fargo are typical in different ways of the Northwest; San Francisco and adjacent territory of the Pacific Coast; Denver of the mountain states; Kansas City, Mo., of the South Central Section; Chicago and Springfield, Ill., of the North Central; Atlanta and Baltimore of the South Atlantic; Syracuse of the Central Atlantic; and the Providence area of the New England section."

The territories served by the stores of these cities are predominantly urban, and for this reason there is obvious objection to use of the Census figures on a percentage basis. Tested on practical grounds, however, as will be explained later, this objection is found to be less formidable than at first glance it seems.

Offsetting the absence of great rural sections is the absence of such great metropolitan centers as New York, Philadelphia, Boston, Detroit, St. Louis, Los Angeles, Cincinnati and New Orleans. Furthermore, a glance at the per capita sales in the individual cities covered by the Census demonstrates that the trading reach in some cases extends far into the country environs of these cities. Basing its calculation on city populations only the Census finds:

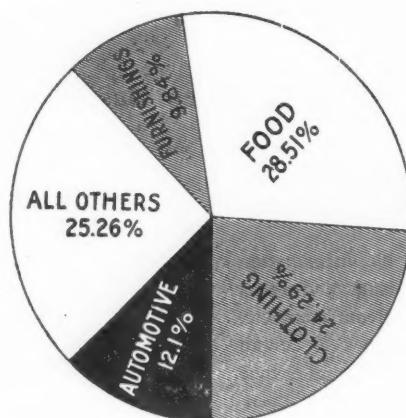
### Per Capita Sales in 11 Cities

Atlanta .....	\$728.32
Baltimore .....	456.72
Chicago .....	650.00
Denver .....	546.22
Fargo .....	747.68
Kansas City .....	800.19
*Providence .....	433.44
**San Francisco .....	692.39
Seattle .....	606.70
Springfield .....	703.10
Syracuse .....	565.10

\*Includes five adjoining small cities.

\*\*Includes Oakland, Berkeley, Alameda.

### HOW THE CONSUMER'S DOLLAR IS SPENT



A More Complete Breakdown of the "Consumer's Dollar" Will Be Found on the Opposite Page

These figures are obviously more significant of selling range of the respective cities' stores than of buying power of the respective cities' inhabitants \* \* \* notably in Atlanta, Fargo, Kansas City, and Springfield.

The practical reasons for employing the formula mentioned above are these:

While no official estimates of the country's or any industry's retail sales have ever been made, and Mr. Hoover, when he was Secretary of Commerce, dismissed all private national estimates as likely to be wide of the mark by 10 billion dollars, currency has been given to some figures on the subject which have found wide acceptance. For example, a careful survey covering sales in 1926 by one of the country's largest retail food distributors put total retail sales of foodstuffs of all kinds, including meals outside the home, at \$15,563,325,000. Our formula finds \$15,229,893,000. The survey referred to estimated meals outside the home at \$3,478,114,000. Our formula finds \$3,390,163,004.

The best estimate of the country's bill for automobile accessories, gasoline, and oil in 1926 was  $6\frac{1}{2}$  billion dollars. Our formula finds 6.467 billion.

Radio expenditures in 1926 are put by trade authorities at about \$300,000,000. Our formula finds \$286,000,000.

And finally while Dr. Willford I. King of the Bureau of Economic Research is quoted in the Hoover Committee Report on Recent Economic Changes as estimating the nation's retail sales in 1925 at  $53\frac{1}{2}$  billion, our formula finds 53.4 billion in 1926.

As a rule of thumb means of getting a line on sales volumes, as well as a means of determining relative sales, the formula seems to have sufficient merit, in spite of academic flaws, to warrant this record of its application in all the Census classifications of retail trade.

Many surveys have been undertaken in attempts to get a line on distribution through various classes of outlets. Most of them begin with the Census of Manufactures. But as factory values, which alone are given in that census, afford a rather uncertain basis, calculations that take them into account are often misleading. Worse still, Census of Manufactures figures are inflated by duplication to the extent probably of 40 per cent, due to use in one factory of the products of another. In ordinary trade estimates there is a tendency to gross exaggeration.

All doubts on the subject should be resolved when the report of the national Census of Distribution is finally published about 1932. Meanwhile the test census in 11 cities, as indicated here, can be used with good effect.

FOOD	
Grocery and Delicatessen.....	\$5,108,520,536
Meats.....	3,390,163,300
Meat and Poultry.....	2,333,972,572
Milk, Butter, Cheese and Eggs.....	1,271,714,405
Confectionery, Ice Cream and Soft Drinks.....	1,254,956,540
Bakery Products.....	960,415,779
Vegetables.....	392,238,268
Fruit and Nuts.....	388,847,232
Fish and Other Sea Food (Fresh).....	129,064,274
<b>Total Food.....</b>	<b>\$15,229,892,906</b>

CLOTHING	
Women's Outerwear.....	\$2,532,829,452
Dry Goods and Notions.....	2,110,931,951
Clothing, Men's and Boys'.....	2,062,563,204
Boots, Shoes and Other Footwear.....	1,632,981,801
Men's Furnishings.....	1,153,298,820
Women's Underwear.....	606,640,031

CLOTHING—(Continued)	
Millinery and Millinery Supplies.....	555,325,472
Women's Hosiery.....	460,007,130
Piece Goods, Silk.....	425,698,345
Fur Goods.....	411,296,877
Piece Goods.....	349,056,630
Children's and Infants' Wear.....	302,662,299
Hats and Caps—Men's and Boys'.....	192,379,634
Piece Goods, Wool.....	96,154,402
Piece Goods, Rayon.....	86,358,216
<b>Total Clothing.....</b>	<b>\$12,978,184,263</b>

AUTOMOTIVE	
Automobiles, Trucks and Tractors.....	\$3,446,840,781
Gasoline and Oil.....	1,741,223,013
Automobile Parts and Accessories.....	1,240,517,127
Motorcycles and Bicycles.....	37,965,437
<b>Total Automotive.....</b>	<b>\$6,466,546,358</b>

## VOLUME OF NATIONAL RETAIL SALES BY 50 CLASSES (Continued)

FURNITURE AND HOUSE FURNISHINGS		OFFICE EQUIPMENT	
Furniture—House.....	\$1,951,185,189	Office Equipment and Supplies.....	\$587,330,984
Housefurnishings.....	1,869,662,456	Typewriters and Supplies.....	128,234,539
Electric Appliances.....	529,100,280	Calculating Machines and Supplies.....	53,266,207
Household Supplies.....	249,525,106		
Crockery, China and Glass Ware.....	248,642,247	Total Office Equipment.....	\$768,831,729
Art Goods and Antiques.....	220,159,315		
Stoves and Ranges.....	190,539,292		
Total Furniture and House Furnishings.....	\$5,258,813,884		
BUILDING MATERIAL AND HEATING RANGES		MUSICAL INSTRUMENTS AND RADIO	
Lumber and Planing Mill Products.....	\$1,002,661,435	Musical Instruments and Supplies.....	\$474,260,612
Other Building Material.....	946,300,165	Radio Sets and Supplies.....	285,963,881
Lumbering and Heating Fixtures and Supplies.....	462,314,198		
Paint, Varnish and Glass.....	262,120,382	Total Musical Instruments and Radio.....	\$760,224,493
Total Building Material and Heating Ranges.....	\$2,673,396,180		
DRUGS AND TOILET GOODS		Total Coal and Wood.....	1,074,422,133
Drugs, Chemicals and Prescriptions.....	\$1,384,612,759	Total Hardware, Tools and Machinery.....	1,062,965,212
Toilet Articles and Preparations.....	394,402,409	Total Jewelry and Silverware.....	903,534,659
Total Drugs and Toilet Goods.....	\$1,779,015,16	Total Cigars, Cigarettes and Tobacco.....	900,841,815
		Total All Others.....	\$3,571,552,740
		GRAND TOTAL.....	\$53,428,221,541

DISTRIBUTION OF GRAND TOTAL BY PERCENTAGES  
(See Also Pie Chart on Opposite Page)

Food.....	28.51	Hardware.....	1.99
Clothing.....	24.29	Jewelry and Silverware.....	1.69
Automotive.....	12.10	Tobacco.....	1.69
Furnishings.....	9.84	Office Equipment.....	1.44
Building Material.....	5.00	Music and Radio.....	1.42
Drugs and Toilet Goods.....	3.33	All Others.....	6.69
Coal and Wood.....	2.01		

## THE 11-CITY CENSUS OF DISTRIBUTION CLARIFIED AND CONDENSED

In the ensuing tables are assembled the most important findings of the 11-city census of both wholesale and retail trade. Volume of the former here analyzed is more than a third of national wholesale trade. For that reason it must be regarded as thoroughly representative. Distribution is shown by individual cities as well as by the entire group of cities. Of particular interest is comparison of sales with inventories and an enumeration of selling forces. Significant also is the tabulation of distribution of all commodities through the 11 jobbing centers disclosing the percentage of total volume in each class of goods.

The count and analysis of retail trade are on a relatively smaller scale, total sales reported being only from one-tenth to one-thirteenth of national sales. But for reasons explained in the head note of this section this part is a representative slice, so that the actual information supplied is of high value and this value is greatly

enhanced by the broader implications to be found in the figures.

Here we have count and analysis by groups of industries, by kinds of stores, and by commodities and total outlets. From the first we learn that food takes 28.51 per cent of all retail sales, clothing 24.29, automobiling 12.1 per cent, and that if we add building material we account for three-quarters of all store sales. There are variations from these ratios of course in different localities—the table shows this—but there is no reason to doubt that retail business taken as a whole is divided broadly on these lines. Details of sales by stores in the various cities reveals local buying habits, and there are instructive data in the table telling how commodities pass through two and a half times as many outlets as there are stores.

The tables contrasting independent and chain store operations are comprehensive, as the subject demands.

## Wholesale Sales, Inventories and Employees

Cities	No. of Establishments	INVENTORIES AT COST		Sales	NUMBER OF PERSONS ENGAGED			
		Average Per Year	Actual Dec. 31, 1926		Firm Members and Proprietors	Employees Average Number	Per Cent Selling	Per Cent Non-Selling
Atlanta.....	880	\$28,747,800	\$33,854,300	\$534,645,200	432	11,918	36	64
Baltimore.....	1,327	43,229,400	41,780,000	502,546,400	1,090	18,471	30	70
Chicago.....	7,297	281,411,400	264,950,000	4,844,761,000	4,474	122,181	30	70
Denver.....	721	23,494,200	23,262,200	321,124,800	352	10,525	32	68
Fargo.....	89	3,350,300	3,276,200	37,930,300	16	1,099	44	56
Kansas City, Mo.....	1,327	64,513,300	63,689,800	1,061,616,400	663	22,488	36	64
Providence.....	523	14,088,000	13,515,700	200,182,300	366	6,430	35	65
San Francisco.....	3,187	.....	154,499,300	1,534,577,800	2,379	40,802	35	65
Seattle.....	3,168	39,860,000	38,398,000	466,837,200	627	12,155	34	66
Springfield, Ill.....	137	3,002,700	3,064,500	36,232,900	115	1,614	29	71
Syracuse.....	356	12,109,300	11,668,500	131,225,700	190	4,718	35	65
TOTAL.....	17,012	\$513,806,400	\$651,959,300	\$9,671,680,000	10,704	252,401	32	68



# VOLUME OF WHOLESALE BUSINESS IN ELEVEN CITIES

How the Wholesale Purchasing Dollar Is Divided Up Among Commodities (With Percentages)

COMMODITY	Number of Outlets	Amount of Sales (In 8000)	% of Total Sales	COMMODITY	Number of Outlets	Amount of Sales (In 8000)	% of Total Sales
Arms and Ammunition.....	47	11,902	.12	Jewelry and Silverware.....	502	94,332	.98
Art Goods and Ammunition.....	107	7,989	.08	Junk.....	136	32,697	.34
Automobile Trucks & Tractors.....	300	364,431	3.77	Live Stock.....	186	828,285	8.56
Automobile Parts and Accessories.....	1,020	272,895	2.82	Lumber and Planing Mill Products.....	522	358,917	3.71
Agricultural Implements.....	99	25,919	.27	Other Building Materials.....	781	230,170	2.38
Bakery Products.....	345	88,045	.92	Meat and Poultry.....	654	466,691	4.83
Books, Magazines and Stationery.....	236	54,763	.57	Men's Furnishings.....	293	58,752	.61
Boots, Shoes and other Footwear.....	161	57,291	.59	Millinery and Milliners' Supplies.....	155	35,662	.37
Calculating Machines and Supplies.....	35	2,598	.03	Milk, Butter, Cheese and Eggs.....	672	349,662	3.61
Camera and Photographic Supplies.....	63	11,401	.12	Motorcycles, Bicycles and Accessories.....	45	1,484	.02
Caskets and Undertaker's Supplies.....	17	2,292	.02	Musical Instruments and Supplies.....	121	50,344	.52
Children and Infants' Wear.....	124	13,716	.14	Office Equipment and Supplies.....	432	53,775	.56
Cigars, Cigarettes and Tobacco.....	344	138,522	1.43	Optical Goods.....	89	8,524	.09
Clothing, Men's and Boys.....	267	46,785	.48	Paint, Varnish and Glass.....	385	82,304	.85
Coal and Wood.....	413	247,618	2.56	Paper and Paper Goods.....	427	221,593	2.29
Confectionery, Ice Cream and Soft Drinks.....	511	72,637	.75	Piece Goods—Cotton.....	280	158,601	1.64
Cotton and Cotton Seed Products.....	33	35,809	.37	Piece Goods—Rayon.....	72	12,995	.13
Cotton and Yarn (Raw).....	65	175,060	1.81	Piece Goods—Silk.....	141	53,822	.56
Crockery, China and Glassware.....	174	25,630	.26	Piece Goods—Wool.....	171	45,553	.47
Drugs, Chemicals and Prescriptions.....	494	169,807	1.76	Plumbing and Heating Fixtures and Supplies.....	433	161,666	1.67
Dry Goods and Notions.....	622	160,889	1.66	Radio Sets and Supplies.....	290	57,587	.60
Electrical Appliances and Supplies.....	756	314,207	3.25	Rubber Goods (not incl. Tire and Tubes).....	204	38,512	.40
Fertilizer.....	90	39,979	.41	Scientific Apparatus used by Professional Men.....	66	8,496	.09
Fish and Other Sea Food (Fresh).....	155	39,082	.40	Sporting Goods.....	150	23,382	.24
Flowers, Plants and Seeds.....	236	32,999	.34	Stoves and Ranges (incl. Gas, Coal & Electric).....	143	16,157	.17
Fruit and Nuts.....	827	257,241	2.66	Toilet Articles and Preparations and Soap.....	286	77,920	.81
Furniture (House).....	352	80,756	.83	Toys and Games.....	123	12,378	.13
Fur Goods.....	125	27,002	.28	Trunks & Leather Goods.....	257	63,387	.66
Gasoline and other Petroleum Products.....	371	223,744	2.31	Typewriters and Supplies.....	50	3,508	.04
Groceries and Delicatessen.....	1,353	1,001,970	10.36	Vegetables.....	801	208,943	2.16
Hardware, Tools and Machinery.....	1,327	417,305	4.31	Women's Hosiery.....	288	35,873	.37
Harness and Saddlery.....	21	2,058	.02	Women's Outerwear.....	317	63,128	.65
Hats and Caps—Men's and Boys.....	62	9,360	.10	Women's Underwear.....	271	31,378	.32
Hay, Grain and Feed.....	462	478,574	4.95	Wool and Yarn (raw).....	42	21,189	.22
Housefurnishings.....	606	175,384	1.81	Unclassified.....	873	290,016	3.00
Household Supplies.....	194	19,892	.21				
Ice.....	127	11,067	.11				
Iron and Steel.....	190	296,781	3.07				
				TOTAL.....	23,389	9,671,680	100.00

## How the Wholesale Purchasing Dollar Is Divided Among Lines of Business in Each City

LINE OF BUSINESS	No. of Establishment	Average Sales Per Firm (In \$000)	ANNUAL SALES (In Thousands of Dollars)										
			Total Sales	Atlanta	Baltimore	Chicago	Denver	Kansas City, Mo.	*Providence	**San Francisco	Seattle	Springfield	Syracuse
Art and Antique.....	72	101	7,296	.....	576	4,167	.....	.....	.....	2,401	77	.....	.....
Auto Accessory.....	713	383	273,060	25,749	19,595	102,037	13,756	39,170	5,224	39,709	15,593	1,243	6,042
Automobile.....	258	1428	368,523	38,171	1,653	143,500	32,110	46,333	4,760	62,457	16,182	.....	3,707
Bakery.....	295	306	90,417	10,685	13,251	20,175	5,889	17,608	6,970	7,869	1,099	1,425	3,056
Boot and Shoe.....	129	436	56,253	.....	6,223	30,324	2,184	2,585	1,169	7,118	2,820	.....	.....
Building and Material.....	1034	558	577,352	25,783	25,126	251,849	14,257	64,907	7,968	99,870	73,156	1,322	5,594
Cigar and Tobacco.....	254	518	131,635	.....	18,784	42,898	9,364	15,009	5,068	29,802	3,529	1,204	2,331
Clothing, Women's.....	441	256	112,726	3,509	7,466	67,811	1,471	3,710	125	26,378	3,388	.....	.....
Clo. & Furn. Men's ready-to-wr.	356	233	83,022	3,468	6,212	38,982	2,992	3,126	273	24,508	3,760	.....	.....
Coal, Wood and Ice.....	411	624	256,646	1,787	19,750	182,881	9,355	15,952	6,695	.....	2,567	2,554	13,958
Confec. Ice Cr'm & Soft Dks.	336	180	60,567	10,714	4,431	24,743	1,765	2,841	1,248	7,728	2,185	612	.....
Cotton and Yarn (Raw).....	55	3175	174,605	113,260	.....	5,954	.....	.....	53,891	.....	.....	.....	.....
Custom Tailor.....	46	208	9,591	.....	455	8,565	.....	.....	.....	416	.....	.....	.....
Dairy and Poultry Products.....	380	872	331,382	3,408	8,775	215,003	9,077	15,737	6,128	41,133	18,278	984	5,834
Drug.....	564	450	253,711	18,480	16,717	101,199	7,210	28,838	0,591	50,847	7,243	.....	10,872
Dry Goods and Notions.....	931	527	490,994	15,277	71,890	292,644	1,920	20,513	8,830	70,171	7,057	.....	5,357
Elect. Appl. and Supply.....	561	566	317,363	34,326	4,899	163,968	11,729	20,764	4,520	38,221	23,236	3,987	8,530
Florist.....	219	156	34,240	.....	2,569	16,241	2,179	6,084	367	3,802	727	.....	.....
Fruit and Vegetables.....	926	510	472,597	11,134	26,170	241,496	21,560	22,682	9,352	101,479	17,669	2,129	6,526
Fur and Fur Clothing.....	117	232	27,159	.....	.....	18,802	.....	.....	.....	4,207	2,943	.....	.....
Furn. and Housefurnishing.....	1,017	280	284,937	11,619	12,266	173,010	6,720	18,161	1,844	42,601	15,380	472	932
Gasoline and Oil.....	300	744	223,094	16,854	25,442	115,439	4,916	12,772	5,849	12,174	17,949	468	3,716
Grocery and Delicatessen.....	1,170	879	1,028,314	39,262	46,971	319,605	28,122	123,251	11,867	347,563	74,021	8,797	13,677
Hardware.....	1,261	384	484,811	29,752	12,081	215,741	26,927	47,662	4,993	82,382	42,754	385	7,867
Hats and Caps, Men's & Boys	42	217	9,111	.....	396	6,288	584	.....	.....	1,554	.....	.....	.....
Hay, Grain and Feed.....	316	1645	519,881	18,411	59,633	174,015	5,712	196,272	1,092	14,945	42,971	6,319	.....
Iron and Steel.....	175	1682	294,381	4,190	.....	232,356	.....	4,507	893	36,009	8,498	.....	5,665
Jewelry.....	441	208	91,842	1,072	2,022	59,022	545	3,046	3,204	20,177	2,058	.....	717
Junk.....	118	277	32,706	827	.....	22,723	.....	1,007	1,552	3,320	923	.....	530
Live Stock.....	179	4627	828,257	.....	.....	526,190	58,493	234,858	.....	7,366	.....	.....	.....
Meat, Poultry and Fish.....	599	885	530,165	12,619	32,398	363,191	12,319	9,863	17,726	38,968	20,110	.....	11,298
Millinery and Artific. Flower	141	244	34,458	4,178	1,293	16,195	855	3,299	184	7,251	1,133	.....	.....
Musical Instr. & Sheet Music	103	535	55,063	3,211	5,153	32,527	.....	5,510	.....	4,896	3,207	.....	.....
Office Equipment.....	345	148	50,986	4,147	.....	27,523	1,901	3,526	1,276	8,959	2,048	.....	574
Optical Goods.....	86	137	11,782	891	466	4,047	786	990	.....	3,802	480	.....	.....
Paint, Oil, Varnish and Glass	264	305	80,610	4,878	3,673	34,298	2,321	11,309	1,569	12,012	5,406	.....	1,958
Paper and Paper Goods.....	337	674	227,111	15,375	13,674	136,528	3,948	9,430	2,125	35,007	4,410	.....	2,321
Photog. Supply and Camera.....	34	306	10,409	.....	3,226	3,226	.....	853	.....	5,151	.....	.....	.....
Plumb. Heat., Fix. & Supply...	385	413	159,126	8,946	7,440	81,093	5,459	9,077	5,647	23,816	8,082	2,120	3,085
Radio.....	131	375	49,141	1,143	.....	30,213	986	6,009	.....	4,889	1,372	.....	664
Sporting Goods.....	77	435	22,389	1,375	.....	11,110	1,258	2,402	149	4,492	1,554	.....	.....
Stationery, Book and Mag....	207	274	56,809	4,542	2,069	32,127	2,749	2,413	1,179	9,124	917	937	945
Toy and Game.....	43	199	8,575	.....	433	5,846	.....	.....	.....	1,325	.....	.....	.....
Trunks and Leather Goods.....	206	317	65,247	1,732	3,687	45,734	343	825	257	10,651	1,066	.....	.....
Typewriter & Calcul. Mach....	66	98	6,455	226	.....	4,696	.....	.....	.....	882	227	.....	.....
Wool and Yarn (Raw).....	23	754	17,352	.....	.....	12,519	.....	.....	.....	2,516	.....	.....	.....
Unclassified.....	848	424	359,533	34,790	17,765	186,264	8,666	28,715	5,601	70,940	10,766	1,276	5,499
	17,012	568	9,671,680	534,645	502,546	4,844,761	321,125	1,061,614	200,182	1,430,883	466,837	36,233	131,226

\*Includes 5 small adjoining cities.

\*\*Includes Alameda, Berkeley & Oakland.

†Includes Fargo (which is not listed here because it has very few wholesale establishments).



## ANNUAL RETAIL SALES IN ELEVEN CITIES

How the Consumer's Dollar Is Divided Among Industry Groups (Including Percentages)

INDUSTRY GROUPS	ANNUAL SALES (In Thousands of Dollars)											
	Total	Atlanta	Baltimore	Chicago	Denver	Fargo	Kansas City	*Providence	†San Francisco	Seattle	Springfield	Syracuse
Food.....	1,204,096	49,876	116,204	561,397	43,285	4,675	64,579	59,929	191,401	69,707	14,486	28,617
Percentage of total.....	28.51%	28.05%	31.49%	28.34%	27.81%	23.79%	21.48%	31.17%	29.21%	31.28%	31.83%	27.37%
Clothing.....	1,026,073	35,453	74,751	537,020	36,807	3,586	72,435	44,944	143,138	45,255	8,715	23,969
Percentage of total.....	24.29%	19.94%	20.26%	27.11%	23.64%	18.25%	24.12%	23.38%	21.84%	20.31%	19.15%	22.93%
Automotive.....	511,254	24,848	35,106	193,274	24,673	4,774	35,374	27,862	107,897	32,228	7,958	17,259
Percentage of total.....	12.10%	13.98%	9.51%	9.76%	15.85%	24.29%	11.78%	14.49%	16.46%	14.46%	17.48%	16.51%
Furn. and Housefurnishings.....	415,769	13,874	32,067	224,820	13,099	1,840	22,471	17,437	60,548	19,732	2,738	7,143
Percentage of total.....	9.84%	7.80%	8.69%	11.35%	8.41%	9.36%	7.48%	9.07%	9.24%	8.85%	6.02%	6.83%
Bldg. Mater'l & Heat'g Supplies	211,362	11,451	18,761	89,369	5,913	1,089	16,523	10,387	32,815	12,042	4,264	8,748
Percentage of total.....	5.00%	6.44%	5.08%	4.51%	3.80%	5.54%	5.50%	5.40%	5.01%	5.41%	9.37%	8.37%
Drugs and Toilet Goods.....	140,651	5,918	10,623	71,966	5,207	441	10,965	5,525	19,543	6,016	1,342	3,072
Percentage of total.....	3.33%	3.33%	2.88%	3.63%	3.34%	2.24%	3.66%	2.88%	2.98%	2.70%	2.95%	2.94%
Coal and Wood.....	84,945	4,329	10,655	41,192	4,995	721	4,787	4,909	3,700	5,093	253	4,311
Percentage of total.....	2.01%	2.44%	2.89%	2.08%	3.24%	3.67%	1.59%	2.55%	0.56%	2.29%	0.55%	4.12%
Hardware and Tools.....	84,040	5,686	7,571	38,083	1,695	157	5,238	4,245	13,348	5,816	625	1,594
Percentage of total.....	1.99%	3.20%	2.05%	1.92%	1.09%	0.80%	1.75%	2.21%	2.04%	2.61%	1.37%	1.51%
Jewelry and Silverware.....	71,435	2,551	6,226	31,922	2,897	245	4,204	2,889	13,869	4,044	604	2,024
Percentage of total.....	1.69%	1.44%	1.69%	1.61%	1.84%	1.25%	1.40%	1.50%	2.12%	1.81%	1.33%	1.94%
Cigars, Cigarettes and Tobacco..	71,222	3,102	5,005	31,899	2,409	298	4,693	3,020	13,781	4,528	1,141	1,332
Percentage of total.....	1.69%	1.74%	1.36%	1.61%	1.54%	1.51%	1.56%	1.58%	2.10%	2.03%	2.51%	1.27%
Musical Instruments and Radio..	60,104	3,288	4,189	30,556	2,651	38	2,265	2,888	9,061	3,030	408	1,451
Percentage of total.....	1.42%	1.85%	1.13%	1.54%	1.70%	1.62%	0.76%	1.50%	1.38%	1.36%	0.90%	1.39%
Office Equipment.....	60,785	5,085	4,436	26,241	1,852	506	5,114	1,375	11,008	4,021	506	642
Percentage of total.....	1.42%	2.86%	1.20%	1.33%	1.19%	2.57%	1.70%	0.71%	1.68%	1.80%	1.11%	0.61%
All Others.....	282,372	12,321	43,434	103,371	10,236	1,002	51,723	6,838	35,241	11,331	2,472	4,403
Percentage of total.....	6.69%	6.93%	11.77%	5.21%	6.58%	5.11%	17.22%	3.56%	5.38%	5.09%	5.43%	4.21%
TOTAL SALES (in Thousands of \$)	4,224,109	177,783	369,027	1,981,140	155,673	19,653	300,311	192,273	655,351	222,842	45,513	104,544

## How the Consumer's Dollar Is Divided Among Kinds of Stores

KIND OF STORE	Total No. of Stores	ANNUAL SALES (In Thousands of Dollars)											
		Total	Atlanta	Balti- more	Chicago	Denver	Fargo	Kansas City, (Mo.)	*Provi- dence	†San Fran- cisco	Seattle	Spring- field	Syra- cuse
Art and Antique.....	508	11,953	356	852	3,182	301	.....	297	198	6,154	524	.....	43
Automobile.....	1,018	295,531	12,993	16,826	106,056	10,641	4,057	15,317	18,533	73,387	21,162	4,939	11,620
Automobile Accessory.....	2,077	61,812	5,429	4,327	23,892	3,958	361	5,650	2,945	9,621	2,710	1,118	1,801
Bakery.....	2,666	63,964	1,703	5,640	37,517	1,198	.....	1,308	2,512	8,955	2,397	729	1,828
Boot and Shoe.....	2,030	91,547	3,918	5,612	44,376	2,590	272	7,047	4,497	14,934	4,420	1,327	2,554
Building Material.....	976	151,985	7,548	14,358	56,963	5,041	905	13,135	9,430	25,514	8,660	3,148	7,283
Cigar, Cigarette and Tobacco.....	3,280	50,219	1,000	3,610	24,467	1,203	249	1,282	1,749	11,364	3,528	852	913
Clothing and Furnishing, Men's.....	2,834	152,488	8,876	9,974	72,351	4,240	.....	10,867	5,562	26,145	8,182	1,666	3,801
Clothing, Women's.....	1,672	144,028	2,728	7,519	72,403	5,698	4,027	9,561	7,757	25,422	6,532	1,381	4,910
Coal, Wood and Ice Yards.....	1,305	93,897	6,150	12,771	45,536	4,810	564	5,456	4,414	4,250	5,228	504	4,215
Confectionery and Ice Cream.....	6,677	64,814	3,540	9,779	29,223	1,408	280	2,376	2,974	10,755	2,681	655	1,144
Custom Tailor.....	1,600	42,098	619	3,806	25,705	772	.....	2,050	921	5,490	1,730	219	741
Dairy and Poultry Products.....	577	70,971	1,043	13,656	35,456	493	.....	3,704	4,751	10,867	2,226	.....	242
Department Stores.....	127	616,490	18,767	53,644	354,347	25,539	.....	18,488	26,971	76,418	27,500	.....	10,533
Druggists.....	4,397	155,892	8,526	11,092	73,792	6,808	479	16,299	7,147	19,363	7,445	1,646	3,295
Dry Goods and Notions.....	3,290	89,836	1,128	5,355	52,977	3,728	.....	7,250	4,586	8,525	1,946	5,603	2,211
Electrical Appliance and Supply.....	750	37,975	2,062	4,791	13,140	2,383	616	2,403	1,399	7,119	2,643	478	940
Florist.....	1,016	22,403	2,051	1,810	9,098	974	.....	1,661	980	3,781	1,133	292	467
Fruit and Vegetable.....	2,706	36,188	334	4,668	14,410	1,039	.....	2,637	1,628	9,290	1,960	107	82
Fur and Fur Clothing.....	354	21,594	.....	1,167	11,807	484	.....	830	1,078	4,409	1,172	.....	248
Furniture and Housefurnishing.....	2,844	205,357	8,278	16,682	100,096	6,529	947	12,582	8,428	35,382	10,708	1,720	4,050
Gasoline and Oil Stations.....	4,135	137,352	6,437	13,181	51,909	9,934	370	13,246	6,328	22,194	8,173	1,878	3,702
General Stores.....	75	4,563	834	138	1,075	.....	.....	67	90	902	969	.....	228
Grocery and Delicatessen.....	20,886	488,509	30,842	54,285	193,456	22,695	2,813	30,632	28,992	75,601	29,906	7,682	12,851
Hardware.....	2,472	81,798	5,472	8,527	30,908	1,792	365	6,111	4,630	14,354	6,705	843	2,139
Hats and Caps, Men's.....	255	7,506	244	866	3,955	192	.....	455	412	1,040	161	.....	157
Hay, Grain and Feed.....	201	12,734	445	1,981	5,941	775	.....	1,543	180	988	621	.....	245
Jewelry.....	1,370	56,863	2,262	5,353	22,269	2,351	286	3,636	3,179	11,660	3,624	592	1,751
Meat, Poultry and Fish.....	5,712	169,912	4,096	13,443	86,611	4,488	.....	5,648	10,037	25,981	11,487	2,507	5,114
Millinery and Artificial Flowers.....	1,107	22,138	1,236	1,124	10,306	851	.....	1,546	1,214	3,849	949	74	894
Motorcycle and Bicycle.....	118	1,613	84	123	368	116	.....	86	169	419	142	.....	88
Musical Instr. and Sheet Music.....	555	36,466	2,159	2,161	19,784	2,254	.....	1,047	1,171	4,798	2,073	325	921
Office Equipment and Supply.....	439	42,177	4,609	.....	19,510	1,107	.....	3,579	924	8,065	3,516	314	329
Optical Goods.....	252	8,439	1,118	956	1,579	1,251	.....	847	23	2,000	558	.....	55
Paint, Varnish and Glass.....	577	17,305	1,237	425	9,541	333	.....	593	745	2,419	1,398	465	102
Photographic Supply and Camera.....	107	2,157	.....	1,043	102	.....	.....	.....	.....	290	159	.....	.....
Plumbing and Heating.....	719	33,615	1,871	2,347	16,911	894	379	2,213	571	4,367	2,033	665	1,364
Radio.....	371	12,207	.....	962	6,490	150	.....	292	737	2,299	704	.....	127
Restaurants.....	8,350	269,187	6,719	12,676	144,287	10,152	1,449	14,983	6,961	46,793	16,446	2,321	6,402
Sporting Goods, Toys and Games.....	232	6,418	385	753	2,073	175	.....	83	604	1,697	298	185	194
Stationery, Book, Mag. and Paper.....	1,061	37,585	1,724	3,902	17,975	1,315	.....	2,162	1,028	6,558	1,382	244	1,206
Trunks and Leather Goods.....	320	9,789	659	708	3,908	658	.....	1,166	218	1,754	260	59	354
Typewriters and Calculators.....	169	14,305	966	779	5,727	302	263	1,400	390	3,053	912	202	310
Variety Stores.....	365	56,979	3,550	5,487	19,953	2,009	.....	4,801	3,896	10,504	3,077	.....	2,254
Unclassified.....	1,376	213,452	3,788	30,911	100,768	1,944	971	63,979	1,314	6,621	2,806	774	835
Total of All Stores.....	93,928	4,224,109	177,783	369,027	1,981,140	155,673	19,653	300,311	192,273	655,351	222,842	45,513	104,544

\*Includes five small adjoining cities.

†Includes Oakland, Alameda and Berkeley.

## RETAIL SALES IN 11 CITIES CLASSIFIED BY COMMODITIES

Including Total Number of Outlets for Each Commodity

It is important to distinguish between distribution by stores and distribution by commodities. Entering into the latter in

the 11 cities are no less than 221,789 outlets compared with 93,928 stores.

COMMODITY	No. of Outlets	TOTAL SALES (In Thousands of Dollars)	SALES (In Thousands of Dollars)										
			Atlanta	Baltimore	Chicago	Denver	Pargo	Kansas City	*Providence	**San Francisco	Seattle	Springfield	Syracuse
Arms and Ammunition.....	268	667	32	114	150	63	.....	9	34	202	23	.....	36
Art Goods and Antiques.....	848	17,406	430	1,090	5,826	1,017	.....	590	449	6,759	898	.....	194
Automobiles, Trucks and Tractors.....	1,116	272,512	11,956	15,862	100,744	9,560	3,675	13,665	16,501	66,665	18,827	4,455	10,605
Automobile Parts and Accessories.....	3,704	98,077	6,239	5,679	38,895	5,105	724	8,406	4,906	18,420	5,223	1,580	2,901
Agricultural Implements.....	106	3,520	8	327	1,741	205	.....	73	154	481	4	228	98
Bakery Products.....	13,728	75,932	1,950	6,593	39,613	1,772	.....	2,922	3,083	12,724	4,043	751	2,252
Books, Magazines and Stationery.....	3,935	46,353	1,981	1,151	23,780	1,651	.....	3,200	1,681	8,929	2,213	265	1,389
Boots, Shoes and Other Footwear.....	3,249	129,106	5,573	8,573	62,993	5,298	423	11,644	5,723	18,354	6,083	1,395	3,047
Calculating Machines and Supplies.....	53	4,211	308	114	1,749	33	.....	531	.....	529	369	.....	.....
Cameras and Photographic Supplies.....	1,356	4,073	116	477	2,018	186	.....	40	70	614	426	67	31
Children's and Infants' Wear.....	1,267	23,929	1,421	2,356	11,054	979	.....	2,531	1,046	3,083	702	201	509
Cigars, Cigarettes and Tobacco.....	18,705	71,222	3,102	5,005	31,899	2,404	298	4,693	3,040	13,781	4,528	1,141	1,332
Clothing—Men's and Boys'.....	3,821	163,069	6,600	12,363	89,660	5,908	.....	9,606	6,215	19,687	7,496	1,459	3,706
Coal and Wood.....	1,783	84,945	4,329	10,655	41,192	4,995	793	4,787	4,909	3,700	5,093	253	4,311
Confectionery, Ice Cream and Soft Drinks.....	22,199	99,219	5,777	11,308	41,417	3,474	546	6,089	5,916	15,511	5,676	1,206	2,297
Crockery, China and Glassware.....	1,210	19,658	856	938	10,802	515	.....	598	932	3,519	832	103	463
Drug, Chemical and Prescriptions.....	4,457	109,469	4,759	8,464	59,495	3,903	441	8,384	3,698	12,905	4,125	1,000	2,370
Dry Goods and Notions.....	5,071	166,893	4,742	9,986	100,063	5,174	3,163	8,355	6,939	19,659	5,307	1,295	4,577
Electrical Appliances and Supplies.....	1,835	41,831	2,237	3,264	15,849	2,448	679	2,765	1,815	8,055	3,030	514	1,189
Fish and Other Sea Foods (Fresh).....	1,639	10,204	543	1,101	4,332	188	.....	150	725	1,671	1,247	78	169
Flowers, Plants and Seeds.....	1,680	22,856	2,070	1,744	9,343	1,041	.....	1,668	1,005	3,715	1,187	306	614
Fruits and Nuts.....	9,625	30,743	307	1,888	11,439	1,904	.....	1,891	1,961	8,572	1,787	295	431
Furniture (House).....	1,836	154,263	5,512	15,762	82,708	4,581	1,073	7,439	8,348	18,716	7,398	894	2,513
Fur Goods.....	534	32,518	281	2,578	18,994	963	.....	1,561	1,653	4,382	1,343	119	472
Gasoline and other Petrol. Products.....	5,578	137,664	6,569	13,448	51,899	9,884	376	13,219	6,276	22,352	8,035	1,915	3,691
Groceries and Delicatessen.....	23,850	403,887	23,546	50,896	173,836	15,239	2,758	20,344	25,930	54,435	22,702	5,065	10,385
Hardware, Tools and Machinery.....	2,972	84,040	5,686	7,571	38,083	1,695	456	5,238	4,245	13,348	5,816	625	1,574
Harness and Saddlery.....	112	1,356	13	97	652	186	.....	177	8	132	.....	22	66
Hats and Caps—Men's and Boys'.....	1,490	15,210	582	1,263	7,018	646	.....	1,205	785	2,413	760	159	315
Hay, Grain and Feed.....	527	13,106	561	1,959	6,295	727	.....	1,677	171	879	564	24	249
House Furnishings.....	1,663	147,818	3,940	9,071	91,800	3,734	.....	9,031	4,805	16,193	5,852	912	1,999
Household Supplies.....	1,396	19,728	632	573	11,116	412	.....	814	803	3,718	941	179	445
Ice.....	349	7,517	937	1,486	2,867	3	.....	601	86	952	231	250	32
Jewelry and Silverware.....	2,048	71,435	2,551	6,226	31,922	2,857	330	4,204	2,889	13,869	4,044	604	2,024
Junk.....	275	4,549	147	.....	1,907	449	.....	254	47	955	469	86	216
Lumber and Planing Mill Products.....	491	79,272	2,906	8,294	29,788	2,597	.....	5,882	7,396	14,637	3,597	621	3,189
Other Building Materials.....	1,003	74,816	5,406	6,752	30,008	1,969	649	7,320	1,581	9,877	5,009	2,661	3,948
Meats.....	9,481	268,031	6,317	12,944	144,616	10,118	1,370	15,022	7,233	45,696	16,034	2,277	6,404
Meat and Poultry.....	13,400	184,527	6,055	14,502	93,676	6,872	.....	10,510	8,089	24,965	10,964	3,151	5,217
Men's Furnishings.....	3,350	91,181	2,649	7,311	46,282	3,113	.....	5,427	3,916	14,987	4,144	1,107	1,876
Millinery and Milliners' Supplies.....	1,703	143,905	2,075	2,930	20,697	1,564	.....	3,896	2,094	6,746	2,247	294	1,167
Milk, Butter, Cheese and Eggs.....	11,440	100,544	2,493	13,737	43,085	2,495	.....	4,877	5,783	20,646	5,060	1,051	1,126
Motorcycles, Bicycles and Access.....	201	3,002	85	117	1,737	125	.....	85	179	461	143	.....	62
Musical Instruments and Supplies.....	905	37,496	2,521	2,547	19,052	2,072	.....	1,433	1,719	4,602	1,910	310	1,024
Office Equipment and Supplies.....	950	46,435	4,122	3,686	20,395	1,540	.....	3,759	984	7,976	3,095	304	332
Optical Goods.....	522	5,145	463	536	1,912	315	.....	304	74	1,138	243	44	89
Paint, Varnish and Glass.....	1,892	20,724	1,268	1,235	10,696	443	.....	963	837	3,060	1,568	345	230
Paper and Paper Goods.....	452	3,160	41	9	2,038	34	.....	84	71	338	421	115	4
Piece Goods—Cotton.....	938	27,597	586	1,820	14,623	918	.....	2,611	1,448	3,451	1,087	142	823
Piece Goods—Rayon.....	521	6,828	371	1,058	4,060	.....	.....	335	763	81	86	12	26
Piece Goods—Silk.....	499	33,656	951	2,780	16,351	997	.....	3,473	943	5,631	1,813	274	407
Piece Goods—Wool.....	424	7,602	274	409	3,786	73	.....	480	430	1,604	434	38	44
Plumbing and Heating Fixtures and Supplies.....	1,052	36,551	1,872	2,480	18,877	904	363	2,356	574	5,241	1,867	638	1,380
Radio Sets and Supplies.....	1,079	22,609	766	1,642	11,504	579	.....	832	1,169	4,459	1,120	98	426
Rubber Goods (not including Tires and Tubes).....	1,584	3,475	75	171	1,743	98	.....	280	119	685	196	55	45
Scientific Apparatus.....	206	6,994	485	445	3,038	819	.....	604	10	974	603	.....	16
Sporting Goods.....	867	12,359	175	980	6,293	188	.....	201	450	2,794	731	144	245
Stoves and Ranges (Coal, Electric, Gas and Oil).....	629	15,064	268	1,369	6,720	392	.....	1,235	285	3,590	783	65	341
Toilet Articles and Preparations.....	2,732	31,182	1,159	2,158	12,502	1,304	.....	2,581	1,831	6,638	1,891	342	701
Toys and Games.....	1,288	13,745	568	985	6,554	432	.....	803	624	2,814	542	129	254
Trunks and Leather Goods.....	964	21,172	923	1,544	9,926	1,010	.....	1,671	793	3,814	916	91	429
Typewriters and Supplies.....	200	10,138	655	636	4,098	279	263	824	390	2,503	558	105	310
Vegetables.....	10,153	31,011	2,888	3,236	9,382	1,224	.....	2,714	1,210	7,180	2,194	612	336
Women's Hosiery.....	2,382	36,369	2,068	2,365	14,994	1,515	.....	2,836	1,856	6,953	2,415	391	805
Women's Outerwear.....	2,398	200,249	5,918	15,620	103,256	7,909	.....	14,092	8,639	28,738	8,698	1,512	5,220
Women's Underwear.....	1,843	47,962	1,364	3,340	23,191	1,751	.....	4,383	2,495	7,369	2,640	317	977
Unclassified.....	1,955	112,327	3,726	31,410	23,114	2,830	1,272	40,079	1,390	5,823	2,561	350	593
TOTAL.....	221,789	4,224,109	177,783	369,027	1,981,140	155,673	19,653	300,311	192,273	655,351	222,842	45,513	104,544

\*Includes 5 small adjoining cities.

\*\*Includes Oakland, Alameda and Berkeley.



# CHAIN STORES IN THE UNITED STATES

## Estimates of the number of systems and their units together with a computation based on the 11 cities Census

There are no very comprehensive or entirely reliable statistics of chain stores and their operations. The number of chain systems has not been made a matter of record, and the number of stores in most of the large ones is constantly changing—generally increasing. The largest chain groups are the grocery, general merchandise (including 5 and 10 cent stores and department stores) and drug, in each of which there are some half dozen companies of national scope. Of sectional and local stores (a chain being defined as three or more stores operated together) there is no roster of any sort.

The whole number of chain store systems at the end of 1928 was estimated by *Chain Store Age* at 5,000, having 140,000 stores. The *Chain Store Review* put the number of systems at 6,675 and the number of stores at 120,000. According to *Chain Store Age*, the chain store sales in 1928 amounted to 7½ billion dollars, about 18 per cent of total retail sales of the country as computed by Professor Paul W. Nystrom. If we accept the estimates of total retail sales given by the Hoover Committee on Recent Economic Changes, between 46 and 53 billions, the chain store share was 15 per cent. The Census of Distribution in 11 cities (named below) found that the chains in these cities had 28.7 per cent of the 4¼ billion retail sales there in 1926.

*Chain Store Age* lists the major groups of chains by systems and stores as follows:

	Number of Chains	Number of Stores
General Merchandise.....	1,500	16,000
Drug.....	560	5,000
Grocery.....	820	65,000
Apparel, Men's and Women's.....	930	8,820
Automobile Accessory.....	60	600
Candy.....	85	1,210
Hardware.....	50	700
Meat.....	205	1,941
Music.....	50	500
Restaurant.....	121	1,463
Shoe.....	565	6,409

The same authority credits the grocery chains with annual sales of 3 billion dollars, and half the metropolitan grocery business of the country; the drug store chains with sales of 475 million dollars and 30 per cent of the country's drug store business.

The Census of Distribution in 11 cities gives us a clearer picture of all the chains in a representative group of cities, ranging in size from Fargo with 26,000 population to Chicago with more than 3 million, in geographical location from Providence on the Atlantic to San Francisco on the Pacific, from Denver in the north to Atlanta in the south.

### Percentage of Chain Stores in All Industries

The table below takes the 11 cities as a unit and shows the percentage of chain stores among the total number of stores in each class; likewise the percentage of chain store sales in the total sales of each class.

	% of Total Units	% of Total Sales		% of Total Units	% of Total Sales
Art and Antique.....	4.5	6.0	Hardware.....	14.6	9.2
Automobile.....	25.1	31.3	Hat and Cap, Men's..	33.7	51.7
Auto Accessory.....	8.2	19.3	Hay, Grain and Feed..	6.5	6.6
Bakery.....	9.3	11.4	Jewelry.....	5.8	17.2
Boot and Shoe.....	27.3	51.8	Meat, Poultry and Fish	8.6	14.2
Building Material.....	17.1	15.1	Millinery.....	20.4	36.9
Cigarettes, etc.....	11.6	25.5	Motorcycle and Bicycle	3.4	4.5
Clothing, Men's.....	12.3	19.0	Music.....	13.7	27.2
Clothing, Women's....	14.7	15.6	Office Equipment.....	8.7	13.4
Coal, Wood and Ice....	11.5	28.2	Optical Goods.....	8.7	16.7
Confectionery.....	5.8	27.7	Paint, Varnish and Glass.....	5.2	15.7
Custom Tailor.....	1.9	11.8	Photographic.....	9.3	6.6
Dairy Products.....	10.9	44.0	Plumbing and Heating.	9.9	9.1
Department Store.....	13.6	33.0	Radio.....	11.3	20.6
Drug.....	11.8	29.9	Restaurant.....	12.2	33.6
Dry Goods and Notions	5.7	8.2	Sporting Goods.....	10.8	18.4
Electric Appliances....	9.5	29.3	Stationery.....	15.8	15.0
Florist.....	6.5	13.4	Trunks and Leather..	9.4	22.0
Fruit and Vegetable....	15.7	9.5	Typewriter and Calculator.....	3.6	6.0
Fur and Fur Clothing..	7.9	11.2	Variety.....	55.1	70.7
Furniture, etc.....	13.6	32.8	Miscellaneous.....	7.7	5.4
Gasoline and Oil.....	46.4	73.5			
General.....	14.7	29.7			
Grocery and Delicatessen.....	21.0	41.3			
			TOTAL.....	15.1	28.7

### Possible Number of Chain Units Based on 11-City Census

Art and Antique.....	120	Dairy and Poultry Products	450	Hardware.....	1,900	Plumbing and Heating....	380
Automobile.....	1,320	# Department Store.....	120	Hats and Caps, Men's....	460	Radio.....	250
Automobile Accessory.....	1,640	Drug.....	5,500	Hay, Grain and Feed.....	68	Restaurant.....	5,400
Bakery.....	1,700	Dry Goods and Notions....	1,350	Jewelry.....	420	Sporting Goods.....	135
Boot and Shoe.....	6,000	Electric Appliances.....	380	Meat, Poultry and Fish...	4,700	Stationery.....	900
Building Material.....	890	Florist.....	350	Millinery.....	1,200	Trunks and Leather Goods.	160
Cigarette, Cigar, etc.....	3,600	Fruit and Vegetable.....	3,000	Motorcycles and Bicycles..	22	Typewriters and Calculators	32
Clothing, Men's.....	1,460	Fur and Fur Clothing.....	150	Music.....	500	Variety.....	1,470
Clothing, Women's....	1,300	Furniture and Furnishing..	2,100	Office Equipment.....	200	Miscellaneous.....	560
Coal, Wood and Ice.....	800	Gasoline and Oil.....	18,900	Optical Goods.....	120		
Confectionery.....	3,600	General.....	60	Paint, Varnish and Glass..	160		
Custom's Tailor.....	160	Grocery and Delicatessen..	49,260	Photography.....	53	TOTAL.....	123,300

\*Includes Oakland and Alameda.

†Includes 5 small adjoining cities.

#Includes only full-fledged department stores.

### Possible Scope of All Chains Throughout the Country

To indicate the possible range of all chains throughout the country, the subjoined table has been compiled from the Census figures. For this purpose the population of the country in 1928 (120 million people) is divided into three parts: (1) people living in cities of 25,000 or more (the 11 city class); (2) people living in cities and villages of 2,500 to 25,000; (3) the rural population.

It is assumed that conditions in group (1) are analogous to conditions in the 11 cities. Therefore, since we can compute how many persons there are to each kind of chain store in the 11 cities containing 6.8 million souls, it is possible to reckon the corresponding number of possible chain units of every kind in group (1) with 47½ million population. By similar methods of deduction, making allowance for the fact that chains follow the crowds and thin out as the stream of population dwindles, we get an idea of the possible number of chain stores in group (2) with 18 million population. Group (3) with 54½ million population is omitted as a field for the chain except for the groceries which are to be found there to some extent.

In such cases as bakeries, drug stores, automobile accessory, gasoline stations, confectioneries, and groceries—which incline to follow their customers outside the cities—the municipal population alone is used as the basis; for chains dealing in the kind of goods bought mainly in city stores, trading area populations are substituted.

This application of a general rule ignores the fact that there is no uniformity in chain store development—witness the variation from 7 per cent of all stores in Fargo to 27 per cent in Atlanta; from 6 per cent of volume in the North Dakota city to 37 per cent in Chicago.

The variation in the cities among chains is shown in this table compiled from the Census.

City and Population	Number of Stores		Sales in Thousands	
	Chain	Independent	Chain	Independent
Atlanta—244,000.....	1,013	2,736	\$54,502	\$123,281
Per cent.....	27.02		30.66	
Baltimore—808,000.....	1,309	9,818	82,812	286,216
Per cent.....	11.66		22.44	
Chicago—3,048,000.....	6,429	34,795	735,682	1,245,458
Per cent.....	15.60		37.13	
Denver—285,000.....	558	3,341	30,385	125,288
Per cent.....	14.34		19.52	
Fargo—26,000.....	26	366	1,246	18,407
Per cent.....	6.63		6.34	
Kansas City—375,000.....	933	4,440	53,710	246,600
Per cent.....	17.36		17.88	
*Providence—444,000.....	567	4,310	39,511	152,761
Per cent.....	11.63		20.55	
†San Francisco—947,000.....	1,982	12,018	147,915	507,436
Per cent.....	13.44		22.57	
Seattle—367,000.....	930	4,878	43,556	179,286
Per cent.....	16.01		19.55	
Springfield—65,000.....	154	997	8,191	37,322
Per cent.....	13.38		18.00	
Syracuse, N. Y.—185,000.....	249	2,079	15,510	89,035
Per cent.....	10.70		14.84	
11 Cities—6,793,000.....	14,150	79,778	\$1,213,019	\$3,011,090
Per cent.....	15.06		28.72	

Similarly certain kinds of chains that flourish in some communities are scarcely known in other communities of like character.

For these reasons the figures obtained are not put forward in the character of estimates but only as useful checks in making or weighing estimates. It will be noticed, however, that the numbers thus arrived at do not vary greatly in several cases from the best available estimates. In the case of groceries the number here shown is substantially the same as the number found by the Curtis Publishing Company in confidential reports from all the grocery chains. The large group of general merchandise chain units is not clearly reflected because of different classifications used in the Census.

The table below gives figures for all classes of business in detail.



# INDEPENDENT RETAIL STORES OF 11 CITIES CLASSIFIED BY AMOUNT OF ANNUAL SALES VOLUME

In this table are gathered together from many pages of the 1926 "Census of Distribution in 11 Cities," data which show the relatively large number of small independent stores. They should be read in connection with the table on Page 85, wherein chain and independent store sales are compared. There we saw that among 93,928 stores, 84.9 per cent were independents, doing 71.3 per cent of

the business; while the chains with 15.1 per cent of the stores had 28.7 per cent of sales.

Here we see how the independents divide up their share among large and small concerns. Of the 79,778 stores, 22,388, or 28.1 per cent, have annual sales of less than \$5,000 a piece, and less than 2 per cent of the three billions of sales. 575 stores, or 0.7 per cent of the whole number, have annual sales of \$500,000 and over, and more than a

third of all sales. The smallest stores are most numerous among groceries, confectioners, restaurants and tobacconists, but other lines show very high ratios of little stores. The largest percentage of stores is in the \$5,000 to \$25,000 sales class. The largest percentage of sales is in the class above the half million mark. Useful details of this kind are furnished regarding 44 specified kinds of stores.

KIND OF STORES	TOTAL				UNDER \$5,000				\$5,000 TO \$24,999				\$25,000 TO \$49,999				\$50,000 TO \$99,999				\$500,000 AND OVER			
	Number	Sales		% of Total	Number	Sales		% of Total	Number	Sales		% of Total	Number	Sales		% of Total	Number	Sales		% of Total	Number	Sales		% of Total
		(In \$000)	Amount			(In \$000)	Amount			(In \$000)	Amount			(In \$000)	Amount			(In \$000)	Amount			(In \$000)	Amount	
Art & Antique.....	485	11,237	367	3.3	205	42.3	2,454	21.8	64	13.2	2,230	19.8	48	9.9	6,187	55.1	89	11.7	103,304	50.9				
Automobile.....	762	203,004	82	0.04	105	13.8	1,445	0.7	88	11.6	3,100	1.5	449	58.9	95,074	46.8	5	0.3	3,012	6.0				
Automobile Accessory.....	1,907	49,892	623	2.8	774	40.6	9,535	19.1	265	13.9	13,586	24.0	115	4.8	9,912	17.5	8	0.3	12,529	22.1				
Bakery.....	2,418	56,674	807	1.9	1,501	62.1	19,383	34.6	405	16.8	13,586	24.0	115	4.8	9,912	17.5	6	0.4	5,465	12.4				
Book & Shoe.....	1,475	44,116	807	1.8	625	41.3	7,823	17.7	273	18.5	9,414	21.3	178	12.1	20,607	46.1	62	7.7	56,788	44.0				
Building Material.....	809	129,078	179	0.1	177	21.9	2,180	1.7	101	12.5	3,399	2.6	391	48.3	66,533	51.5	30	1.2	40,800	33.0				
Cigar, Cigarette & Tobacco.....	2,900	32,378	1,249	8.7	1,426	49.2	15,567	48.1	212	12.5	7,010	21.7	429	17.3	52,081	42.2	45	3.2	56,709	46.7				
Clothing & Furn'g, Men's.....	2,485	123,542	1,249	1.0	1,071	43.1	13,691	11.1	458	18.4	15,721	12.7	356	24.9	49,759	40.9	18	1.6	17,062	26.4				
Clothing, Women's.....	1,426	121,548	756	0.6	535	37.5	7,011	5.8	206	14.5	7,313	6.0	276	22.2	36,611	56.7	6	0.4	13,107	32.2				
Coal, Wood & Ice Yards.....	1,153	64,532	362	1.2	377	40.2	4,226	6.6	163	14.1	5,834	9.7	76	1.2	8,312	17.7	18	3.5	21,144	53.2				
Confectionery & Ice Cream.....	6,289	46,843	3,459	11.8	2,352	40.8	25,712	54.8	229	3.6	7,383	15.7	132	8.4	14,210	34.9	14	0.5	21,435	26.0				
Custom Tailor.....	1,572	40,698	1,587	3.9	484	30.8	5,711	14.0	172	10.9	6,084	15.0	127	18.7	14,694	54.7	5	0.7	4,063	15.1				
Dairy & Poultry Products.....	514	39,745	293	0.7	199	38.7	2,335	5.9	64	12.4	2,146	5.4	97	10.2	10,292	53.1	44	1.8	49,352	35.8				
Druggists.....	3,105	82,437	678	0.6	1,090	51.3	30,550	27.9	102	10.7	3,502	18.1	93	4.1	9,700	29.6	12	0.1	12,532	4.4				
Dry Goods & Notions.....	3,105	82,437	678	0.6	1,090	51.3	30,550	27.9	102	10.7	3,502	18.1	93	4.1	9,700	29.6	12	0.1	12,532	4.4				
Elec. Appl. & Supply.....	679	26,853	417	1.5	1,539	49.6	3,172	11.8	318	12.9	11,202	8.1	522	21.2	65,255	47.3	44	1.8	49,352	35.8				
Florist.....	950	19,390	768	3.9	412	43.4	4,828	24.9	102	10.7	3,502	18.1	97	10.2	10,292	53.1	4	0.2	4,121	11.3				
Fruit & Vegetable.....	2,280	32,744	1,937	5.9	1,168	36.2	1,558	8.1	187	9.6	7,202	22.0	93	4.1	9,700	29.6	12	0.1	12,532	4.4				
Fur & Fur Clothing.....	326	19,179	86	0.5	112	8.5	10,586	7.7	318	12.9	11,202	8.1	522	21.2	65,255	47.3	15	0.7	4,063	15.1				
Furn. & Housefurnishing.....	2,458	137,957	2,152	1.1	875	35.6	10,586	7.7	318	12.9	11,202	8.1	522	21.2	65,255	47.3	15	0.7	4,063	15.1				
Gasoline & Oil Stations.....	2,215	36,457	718	4.8	1,130	51.0	13,595	37.3	273	12.3	9,193	25.2	90	4.0	7,789	21.4	4	0.2	4,121	11.3				
General Stores.....	64	3,309	13	0.03	28	43.8	406	12.6	10	15.6	363	11.3	13	20.3	2,405	74.9	12	0.1	12,532	4.4				
Grocery & Delicatessen.....	16,500	286,768	4,524	3.9	8,908	54.0	111,141	38.8	2,134	14.1	71,632	25.0	922	5.6	80,120	27.9	12	0.6	13,056	17.6				
Hardware.....	2,111	74,290	1,060	1.4	1,091	51.7	14,018	18.9	297	14.1	10,435	14.1	292	13.8	35,721	48.1	12	0.6	13,056	17.6				
Hats & Caps, Men's.....	169	3,626	93	2.6	67	39.6	845	25.3	32	18.9	1,129	31.1	20	11.8	1,559	43.0	12	0.9	11,535	24.5				
Hay, Grain & Feed.....	188	11,000	114	1.0	78	41.5	954	8.0	29	15.4	5,720	12.2	33	17.5	5,073	42.6	6	0.1	5,408	3.7				
Jewelry.....	1,291	47,065	835	1.8	547	42.4	6,614	14.2	169	13.1	5,720	12.2	170	13.2	22,301	47.4	12	0.9	11,535	24.5				
Meat, Poultry & Fish.....	5,222	145,709	1,548	1.1	2,814	53.9	38,612	26.5	1,188	22.8	40,767	28.0	606	11.6	59,374	40.7	6	0.1	5,408	3.7				
Millinery & Artificial Flowers.....	881	13,974	783	5.6	396	45.0	4,340	31.1	76	8.6	2,512	18.0	59	6.7	6,339	45.4	5	1.0	5,706	21.5				
Motor Cycle & Bicycle.....	114	1,541	150	9.7	34	29.8	1,911	21.8	9	7.9	317	20.6	8	7.0	738	47.5	15	3.7	12,896	35.3				
Musical Instr. & Sheet Music.....	479	26,530	127	26.5	172	35.9	1,911	21.8	59	12.3	2,056	7.8	116	36.7	16,580	62.5	5	1.0	5,706	21.5				
Office Equipment.....	401	36,522	125	0.3	112	27.9	1,499	4.1	83	20.7	2,981	8.2	147	24.2	19,021	52.1	15	3.7	12,896	35.3				
Optical Goods.....	230	7,029	121	1.7	96	41.7	1,160	16.5	59	25.7	913	13.0	36	15.7	4,117	58.6	6	0.9	4,724	15.5				
Paint, Varnish & Glass.....	547	14,595	406	2.8	237	43.3	2,836	19.4	77	14.1	2,627	18.0	71	13.0	8,726	59.8	16	0.2	14,607	8.2				
Photog. Supply & Camera.....	97	2,016	99	4.9	30	30.9	3,247	37.5	8	8.3	2,627	18.0	12	12.4	1,307	64.8	5	0.6	4,959	15.5				
Plumbing & Heating.....	648	30,558	389	1.3	243	37.5	3,247	10.6	97	15.0	3,355	11.0	145	22.4	18,844	61.7	6	0.9	4,724	15.5				
Radio.....	329	9,692	211	2.2	126	38.3	1,547	16.0	56	17.0	1,935	20.0	56	17.0	6,000	61.9	16	0.2	14,607	8.2				
Restaurants.....	7,328	178,641	4,718	2.6	3,527	48.1	40,770	22.7	1,105	15.1	35,874	20.1	893	11.0	82,964	46.4	16	0.2	14,607	8.2				
Sport. Goods & Toys & G'ms.....	2,071	5,236	691	1.6	1,877	25.6	987	18.9	32	15.5	1,194	22.8	31	15.0	2,939	56.1	5	0.6	4,959	15.5				
Staty., Book, Mag. & Pap.....	893	31,940	691	2.2	353	39.5	3,760	11.8	100	11.2	3,252	10.2	141	14.5	19,278	60.4	6	0.9	4,724	15.5				
Trunks & Leather Goods.....	290	7,635	176	2.3	116	40.0	1,493	19.6	49	16.9	1,691	22.2	39	13.5	4,276	56.0	5	3.1	4,406	32.8				
Typewriters & Calculators.....	163	13,440	80	0.5	45	27.6	1,561	4.2	40	24.5	1,354	10.1	27	16.5	7,072	52.6	10	6.1	8,559	51.3				
Variety Stores.....	1,270	201,918	916	0.5	517	40.7	5,717	2.8	156	12.3	5,095	2.5	178	14.0	21,942	10.9	14	1.1	168,247	83.3				
Unclassified.....	79,778	3,011,090	50,612	1.7	37,166	46.6	457,082	15.2	11,174	14.0	379,757	12.6	8,475	10.6	1,017,508	33.8	575	0.7	1,106,132	36.8				

\*Total of All Stores.....

of their sales makes necessary a separate classification:—

\*Total of All Stores.....

\*Includes 108 department stores, not given in table, as the size of their sales makes necessary a separate classification:—  
 7 with annual sales volume between \$5,000 and \$99,999, have a total volume of \$404,000, or 0.1% of the total.  
 8 with annual sales volume between \$100,000 and \$249,999, have a total volume of \$1,262,000, or 0.3% of the total.  
 22 with annual sales volume between \$250,000 and \$999,999, have a total volume of \$10,626,000, or 2.6% of the total.  
 71 with annual sales volume of \$1,000,000 or over, have a total volume of \$406,630,000, or 97.1% of the total.

# CHAIN AND INDEPENDENT STORE SALES COMPARED

## Breakdown of Total Sales in Eleven Cities—By Cities

CITY	POPULATION	NUMBER OF STORES			SALES (In Thousands of Dollars)			PERCENTAGE OF SALES		AVERAGE SALES PER STORE (In Dollars)	
		Total	Independent	Chain	Total	Independent	Chain	Independent	Chain	Independent	Chain
Atlanta.....	244,100	3,749	2,736	1,013	177,783	123,281	54,502	69.34	30.66	45,059	53,802
Baltimore.....	808,000	11,127	9,818	1,309	369,027	286,216	82,812	77.56	22.44	29,152	63,263
Chicago.....	3,047,600	41,224	34,795	6,429	1,981,140	1,245,458	735,682	62.87	37.13	35,794	114,432
Denver.....	285,000	3,899	3,341	558	155,673	125,288	30,385	80.48	19.52	37,500	54,453
Fargo.....	25,600	392	366	26	19,653	18,407	1,245	93.66	6.34	50,292	47,912
Kansas City, Mo.....	375,000	5,373	4,440	933	300,311	246,600	53,712	82.12	17.88	55,541	57,567
*Providence.....	443,600	4,877	4,310	567	192,273	152,761	39,511	79.45	20.55	35,443	69,685
**San Francisco.....	946,500	14,000	12,018	1,982	655,351	507,436	147,915	77.43	22.57	42,223	74,629
Seattle.....	367,300	5,808	4,878	930	222,842	179,286	43,556	80.45	19.55	36,754	46,834
Springfield, Ill.....	64,700	1,151	997	154	45,513	37,322	8,191	82.00	18.00	37,434	53,188
Syracuse.....	185,000	2,328	2,079	249	104,544	89,035	15,510	85.16	14.84	42,826	62,288
Total of All Cities.....	6,792,700	93,928	79,778	14,150	4,224,109	3,011,090	1,213,019	71.28	28.72	37,743	85,726

## Breakdown of Total Sales in Eleven Cities—By Kinds of Stores

KIND OF STORE	TOTAL NUMBER OF STORES	TOTAL SALES (In Thousands of \$)	NUMBER OF STORES				SALES (In Thousands of Dollars)				AVERAGE SALES PER STORE (In Dollars)	
			Independent		Chain		Independent		Chain		Independent	Chain
			Number	% of Total No.	Number	% of Total No.	Sales	% of Total Sales	Sales	% of Total Sales		
Art & Antique.....	508	11,953	485	95.5	23	4.5	11,237	94.0	716	6.0	23,169	\$ 31,113
Automobile.....	1,018	295,531	762	74.9	256	25.1	203,004	68.7	92,526	31.3	266,410	361,431
Automobile Accessory.....	2,077	61,812	1,907	91.8	170	8.2	49,892	80.7	11,921	19.3	26,163	46,591
Bakery.....	2,666	63,964	2,418	90.7	248	9.3	56,674	88.6	7,290	11.4	23,439	29,394
Boot & Shoe.....	2,030	91,547	1,475	72.7	555	27.3	44,116	48.2	47,430	51.8	29,909	85,460
Building Material.....	976	151,985	809	82.9	167	17.1	129,078	84.9	22,907	15.1	159,552	137,169
Cigar, Cigarette & Tobacco.....	3,280	50,219	2,900	88.4	380	11.6	32,378	64.5	17,841	35.5	11,165	46,949
Clothing & Furnishing, Men's.....	2,834	152,488	2,485	87.7	349	12.3	123,542	81.0	28,947	19.0	49,715	82,942
Clothing, Women's.....	1,672	144,028	1,426	85.3	246	14.7	121,548	84.4	22,480	15.6	85,237	91,382
Coal, Wood and Ice Yards.....	1,303	89,859	1,153	88.5	150	11.5	64,532	71.8	25,327	28.2	55,969	168,847
Confectionery & Ice Cream.....	6,677	64,814	6,289	94.2	388	5.8	46,842	72.3	17,972	27.7	7,448	46,349
Custom Tailor.....	1,602	46,136	1,572	98.1	30	1.9	40,698	88.2	5,438	11.8	25,890	181,250
Dairy & Poultry Products.....	577	70,971	514	89.1	63	10.9	39,745	56.0	31,226	44.0	77,325	495,652
Department Stores.....	125	616,490	108	86.4	17	13.6	412,918	67.0	203,572	33.0	3,823,317	11,974,794
Druggists.....	4,397	155,892	3,876	88.2	521	11.8	109,348	70.1	46,544	29.9	28,212	89,336
Dry Goods & Notions.....	3,292	89,836	3,105	94.4	187	5.7	82,437	91.8	7,398	8.2	26,550	39,563
Electric Appliance & Supply.....	750	37,975	679	90.5	71	9.5	26,853	70.7	11,123	29.3	39,547	156,655
Florist.....	1,016	22,403	950	93.5	66	6.5	19,390	86.6	3,013	13.4	20,411	45,644
Fruit & Vegetable.....	2,706	36,188	2,280	84.3	426	15.7	32,744	90.5	3,444	9.5	14,361	80,840
Fur & Fur Clothing.....	354	21,594	326	92.1	28	7.9	19,179	88.8	2,415	11.2	58,831	86,250
Furniture & Housefurnishing.....	2,844	205,357	2,458	86.4	386	13.6	137,957	67.2	67,400	32.8	56,126	174,612
Gasoline & Oil Stations.....	4,135	137,352	2,215	53.6	1,920	46.4	36,456	26.5	100,895	73.5	16,459	52,550
General Stores.....	75	4,563	64	85.3	11	14.7	3,209	70.3	1,354	29.7	50,144	123,045
Grocery & Delicatessen.....	20,886	488,509	16,500	79.0	4,386	21.0	286,768	58.7	201,741	41.3	17,380	45,997
Hardware.....	2,472	81,798	2,111	85.4	361	14.6	74,290	90.8	7,508	9.2	35,192	20,799
Hats & Caps, Men's.....	255	7,506	169	66.3	86	33.7	3,626	48.3	3,880	51.7	21,454	45,121
Hay, Grain & Feed.....	201	12,734	188	93.5	13	6.5	11,900	93.4	834	6.6	63,297	64,185
Jewelry.....	1,370	56,863	1,291	94.2	79	5.8	47,065	82.8	9,798	17.2	36,456	124,028
Meat, Poultry & Fish.....	5,712	169,912	5,222	91.4	490	8.6	145,709	85.8	24,203	14.2	27,903	49,394
Millinery & Artificial Flowers.....	1,107	22,137	881	79.6	226	20.4	13,974	63.1	8,163	36.9	15,861	36,119
Motorcycle & Bicycle.....	118	1,613	114	96.6	4	3.4	1,541	95.5	72	4.5	13,516	17,975
Musical Instruments & Sheet Music.....	555	36,466	479	86.3	76	13.7	26,530	72.8	9,935	27.2	55,387	130,729
Office Equipment & Supply.....	439	42,177	401	91.3	38	8.7	36,522	86.6	5,655	13.4	91,077	148,813
Optical Goods.....	252	8,439	230	91.3	22	8.7	7,029	83.3	1,410	16.7	30,561	64,086
Paint, Varnish & Glass.....	577	17,305	547	94.8	30	5.2	14,595	84.3	2,711	15.7	26,681	90,350
Photographic Supply & Camera.....	107	2,157	97	90.7	10	9.3	2,016	93.4	142	6.6	20,780	14,170
Plumbing & Heating.....	719	33,615	648	90.1	71	9.9	30,558	90.9	3,057	9.1	47,158	43,052
Radio.....	371	12,207	329	88.7	42	11.3	9,692	79.4	2,515	20.6	29,458	59,881
Restaurants.....	8,350	269,187	7,328	87.8	1,022	12.2	178,641	66.4	90,546	33.6	24,378	88,597
Sporting Goods, Toys & Games.....	232	6,418	207	89.2	25	10.8	5,236	81.6	1,181	18.4	25,296	47,256
Stationery, Book, Magazine & Paper.....	1,061	37,585	893	84.2	168	15.8	31,940	85.0	5,645	15.0	35,767	33,599
Trunks & Leather Goods.....	320	9,789	290	90.6	30	9.4	7,635	78.0	2,153	22.0	26,328	71,787
Typewriters & Calculators.....	169	14,305	163	96.4	6	3.6	13,440	94.0	865	6.0	82,455	144,150
Variety Stores.....	365	56,979	164	44.9	201	55.1	16,686	29.3	40,293	70.7	101,745	200,464
Unclassified.....	1,376	213,452	1,270	92.3	106	7.7	201,918	94.6	11,535	5.4	158,990	108,818
Total of All Stores.....	93,928	4,224,109	79,778	84.9	14,150	15.1	3,011,090	71.3	1,213,019	28.7	37,743	85,728

\*Includes five small adjoining cities.

\*\*Includes Oakland, Alameda and Berkeley.

22 with annual sales volume between \$250,000 and \$500,000, or 97.1% of the total.  
 71 with annual sales volume of \$1,000,000 or over, have a total volume of \$400,630,000, or 97.1% of the total.



## COMPOSITE TABLE OF OUTLETS BY STATES

Retailers—Arranged Alphabetically

(Continued on next page)

STATES	19. Architects, All Kinds		20. Art Stores and Picture Dealers		Automobiles and Accessories														Department Stores Rated										41. Druggists	42. Electrical Dealers	43. Electrical Contractors
					21. Passenger Cars	22. Pass. Cars and Trucks (including Fords)	23. Ford Dealers	24. Truck Dealers (Exclusive)	25. Garages (Storage)	26. Repair Shops (Independ.) & Dealers' Serv. Stations	27. Supply Stores and Departments	28. Total Retail Trade Names Eliminate Duplication	29. Bakers	30. Bazaars, Racket, Toy and Variety Stores	31. Booksellers, Newsdealers and Stationers	32. Boot and Shoe	33. Cigars and Tobacco	34. Clothing, Men's and Boys'	35. Confectioners	36. Delicatessen	37. \$35,000 to \$1,000,000 and up	38. Dry Goods \$35,000-\$500,000	39. Dry Goods \$5,000-\$35,000	40. Woman's Ready-to-wear \$5,000 and up							
New England																															
Maine.....	51	8	442	191	81	7	326	858	332	350	194	125	536	391	171	164	637	4	21	21	136	26	385	44	75						
New Hampshire..	28	12	280	107	41	6	196	538	510	700	145	142	320	285	49	84	254	0	15	14	74	7	226	29	66						
Vermont.....	20	7	259	126	34	5	113	569	265	350	88	35	358	172	46	71	128	0	20	13	75	9	145	24	40						
Massachusetts...	575	90	1289	467	171	51	1355	2706	1707	1052	1561	926	1160	995	955	251	807	234	92	37	607	231	1858	245	523						
Rhode Island...	54	11	212	74	10	13	239	498	395	642	250	362	310	177	96	72	206	5	27	5	74	18	338	32	100						
Connecticut.....	156	15	669	198	44	26	603	1264	853	1531	531	102	594	601	405	158	1357	76	40	43	220	84	779	86	263						
Middle Atlantic																															
New York.....	1806	691	3749	1512	436	192	3120	7855	5211	9987	4034	595	3057	3509	3705	932	5687	1759	271	246	1604	900	5742	850	1610						
New Jersey.....	308	171	1476	525	163	85	1638	3248	2540	3985	1608	270	1146	1496	1077	217	4277	892	73	117	662	228	1667	238	524						
Pennsylvania....	658	485	3752	1435	501	176	4423	6638	5418	7757	2005	583	2048	2171	5473	960	7166	456	274	256	1046	404	3884	768	837						
Delaware.....	10	22	83	36	27	3	78	164	128	189	46	16	67	54	178	16	168	18	8	1	47	13	111	18	19						
Maryland.....	108	70	486	213	84	21	347	882	596	1030	581	50	342	456	1055	88	1916	36	50	21	163	60	605	107	231						
D. of Columbia..	99	19	58	18	9	13	71	170	129	230	140	46	85	87	331	40	274	42	18	8	35	37	189	36	62						
Middle Western																															
Ohio.....	442	397	3249	1277	434	103	2995	5999	4421	6930	2064	281	1566	1681	2035	533	4704	140	244	182	771	180	2408	499	361						
Indiana.....	140	252	1601	584	251	45	917	3222	2861	3500	1010	262	1441	819	1771	356	1481	36	147	48	358	89	1541	207	176						
Illinois.....	749	648	3176	1251	464	85	4145	6118	5202	7047	2561	713	2279	1866	3168	689	4391	1071	185	230	855	332	3545	422	545						
Michigan.....	277	91	2056	1061	373	35	2751	3745	3369	4308	1292	363	1278	1968	1419	342	4169	63	123	101	620	115	2002	246	282						
Wisconsin.....	175	205	2380	1054	325	47	1648	3286	3123	3916	1022	180	1233	995	710	301	1788	15	91	53	251	100	1233	171	260						
Western																															
Minnesota.....	166	169	1930	965	353	26	2175	2897	2730	3264	644	255	1215	782	890	260	2262	8	81	43	184	71	1073	122	113						
Iowa.....	63	233	1994	1144	346	40	1631	3412	2480	3767	620	294	1740	618	824	429	894	5	102	108	174	75	1441	202	131						
Missouri.....	211	188	1482	684	296	46	1674	3120	2277	3628	1284	268	1146	730	853	355	2188	44	62	97	472	120	2319	142	189						
Kansas.....	75	171	1594	923	305	47	1487	2685	2302	3165	588	195	1263	431	682	244	956	0	55	67	211	43	1167	91	66						
Nebraska.....	67	79	1341	785	266	19	1337	1830	1476	2158	390	221	878	210	401	150	612	4	32	51	85	37	906	114	70						
North Dakota...	22	65	734	449	165	12	625	893	862	1066	136	47	462	143	93	50	426	0	26	3	21	18	345	24	20						
South Dakota...	17	55	791	417	146	19	980	1001	999	1136	155	100	450	171	118	79	419	0	21	9	34	24	378	35	24						
Colorado.....	62	40	647	313	107	18	939	1180	1113	1329	402	111	525	202	525	126	528	18	33	52	104	60	611	85	42						
Montana.....	56	39	453	265	78	9	419	660	639	749	168	61	341	126	99	59	549	0	36	29	37	29	296	18	21						
New Mexico.....	12	9	193	82	44	6	203	359	351	403	60	32	200	58	36	22	110	0	4	12	27	6	135	10	7						
Wyoming.....	9	7	262	129	34	7	221	379	377	449	84	26	125	71	58	32	158	1	8	13	26	21	130	10	10						
Oklahoma.....	86	73	959	558	248	16	1364	1654	1268	1791	475	217	907	470	310	192	845	6	62	136	330	43	1379	96	55						
Pacific Coast																															
California.....	572	342	2247	986	380	123	2417	5793	5224	6797	1583	330	1512	987	1386	438	2545	186	137	185	567	277	2681	404	314						
Oregon.....	88	55	536	237	94	8	956	1151	890	1340	251	96	409	186	350	80	762	28	26	52	78	25	531	74	34						
Idaho.....	28	35	344	199	63	6	377	481	469	534	126	30	254	152	74	50	351	0	19	45	29	12	238	14	14						
Washington.....	157	103	919	390	143	28	1588	2011	1643	2366	442	89	666	471	549	162	1388	42	54	38	139	76	747	138	77						
Arizona.....	13	7	209	107	35	10	179	364	341	440	75	10	90	87	44	44	162	0	9	9	46	9	132	18	6						
Nevada.....	2	7	111	58	20	3	119	150	135	187	40	1	103	49	27	15	75	0	2	6	8	9	53	2	2						
Utah.....	28	30	272	142	46	9	387	513	476	622	155	18	231	107	106	53	424	4	13	7	18	19	174	36	20						
Southern																															
Alabama.....	35	67	456	282	127	12	185	808	782	945	156	41	542	401	118	110	386	7	38	62	203	22	925	25	40						
Arkansas.....	15	82	474	291	142	8	664	822	644	912	190	81	418	232	305	90	364	3	25	77	205	35	901	15	35						
Florida.....	185	48	487	234	117	20	233	810	669	895	385	183	382	300	196	59	457	4	40	78	291	117	954	47	81						
Georgia.....	93	124	604	382	191	13	335	1008	770	1111	160	95	799	511	580	193	364	17	64	118	318	50	1077	45	62						
Kentucky.....	75	169	786	407	154	22	630	1301	1166	1422	403	60	618	460	412	224	598	63	56	115	312	81	880	74	48						
Louisiana.....	63	65	411	246	130	12	142	754	699	846	311	55	350	177	174	118	420	8	25	77	234	49	853	36	73						
Mississippi.....	24	47	493	314	153	4	350	787	758	914	112	72	386	231	60	75	98	0	23	80	247	34	711	19	32						
North Carolina..	68	119	839	467	189	23	226	1386	906	1533	139	78	575	430	288	147	319	0	82	112	282	62	936	65	73						
South Carolina..	23	60	384	214	108	4	150	631	376	687	86	38	304	492	195	108	195	0	36	81	207	39	534	27	23						
Tennessee.....	81	91	582	331	138	25	358	1165	780	1292	144	62	536	401	332	249	388	4	44	96	329	62	876	33	38						
Texas.....	288	173	1987	1100	483	49	1688	4633	4046	5211	785	546	1297	600	750	343	2214	14	97	504	966	124	3334	137	136						
Virginia.....	87	149	930	471	192	31	484	1598	1554	1933	239	51	623	333	345	205	749	2	76	90	207	92	728	78	63						
West Virginia...	63	9	803	367	99	32	626	1344	1081	1579	247	74	334	207	196	123	895	3	102	40	143	77	475	91	47						
TOTAL...	8490	6104	51471	24068	8840	1620	50134	95334	77343	111329	30167	8888	37501	28549	35020	10158	63511	5318	3289	3944	14132	4651	54605	6349	7940						



# COMPOSITE TABLE OF OUTLETS BY STATES

## Retailers—Arranged Alphabetically (Continued)

STATES	44. Electrical Dealer Contractors	45. Central Stations	46. 5-10 to \$1 Stores (Independent)	47. Furniture Stores	48. Grocers Chain Stores	49. Retail Grocers	Hardware							55. Hats and Caps	56. House Furnishing	57. Jewelers	58. Men's Furnishings	59. Millinery	60. Office Supplies	61. Oil Burners	Radio			65. Restaurants and Lunch Rooms	66. Sporting Goods	67. Toys	68. Trunk and Leather Goods
							50. Rated under \$1,000	51. Rated \$1,000-\$5,000	52. Rated \$5,000-\$20,000	53. Rated \$20,000 and over	54. Total Hardware Dealers	62. Sets and Accessories Total Dealers	63. Class A Sets and Accessories								64. Class B Sets and Accessories						
New England																											
Maine.....	95	87	6	152	0	2775	41	57	123	75	296	387	149	228	368	267	16	113	190	71	119	389	31	78	4		
New Hampshire..	79	62	7	95	0	1298	17	28	44	38	127	235	42	117	222	135	8	82	165	46	119	367	12	82	1		
Vermont.....	55	55	8	90	0	826	26	33	60	42	161	204	38	96	159	116	4	62	149	53	96	155	15	17	3		
Massachusetts...	501	108	17	524	29	13563	228	202	274	239	943	160	268	976	1022	749	96	444	980	414	566	2677	76	1063	65		
Rhode Island...	93	10	6	119	3	2292	19	33	38	34	124	136	70	103	174	124	15	56	149	83	66	304	12	218	7		
Connecticut.....	262	42	10	246	15	5681	56	57	103	115	331	515	124	295	389	207	32	190	528	290	238	629	24	67	23		
Middle Atlantic																											
New York.....	1969	316	243	1889	38	18360	931	820	1045	677	3473	1303	752	2308	2738	2397	218	847	3889	1782	2107	7836	174	638	201		
New Jersey.....	496	52	106	425	14	10958	337	291	326	214	1168	789	285	568	659	492	39	399	1215	588	627	1733	65	157	25		
Pennsylvania....	1300	216	111	1122	31	24303	394	399	781	875	2449	2480	603	2257	2416	1494	144	432	2376	1174	1202	4418	123	277	144		
Delaware.....	21	10	2	39	0	802	10	11	32	18	71	78	7	48	60	96	5	23	70	24	46	129	9	16	3		
Maryland.....	158	46	13	196	3	4694	107	94	142	109	452	281	82	250	432	175	39	72	271	106	165	508	16	28	25		
D. of Columbia..	49	2	5	67	3	1429	41	27	29	27	124	135	28	106	99	64	21	36	77	45	32	662	8	13	7		
Middle Western																											
Ohio.....	728	247	23	1013	18	15696	340	386	936	594	2256	1487	335	1216	1711	851	92	231	2399	1064	1335	3692	54	268	89		
Indiana.....	426	199	38	630	8	9242	170	179	445	385	1179	1102	124	724	800	632	59	216	1297	484	813	2380	52	153	32		
Illinois.....	843	290	36	1792	19	15657	410	180	1073	1063	2826	1973	258	2072	1639	1310	210	722	2869	1317	1552	5110	89	344	99		
Michigan.....	443	212	14	805	9	10040	376	556	654	325	1911	1116	195	1153	1194	819	73	302	1360	513	847	3754	57	255	75		
Wisconsin.....	420	236	5	610	8	5387	188	280	640	353	1461	1020	60	675	751	590	46	375	1319	437	882	1459	45	124	48		
Western																											
Minnesota.....	305	203	3	533	7	3691	183	374	583	408	1548	881	109	659	746	565	45	145	754	264	490	2045	21	74	24		
Iowa.....	336	231	1	741	8	4016	243	364	618	351	1576	914	63	703	868	512	38	202	1188	348	840	2557	25	127	26		
Missouri.....	285	228	3	691	12	8855	164	379	644	368	1555	1363	139	1024	931	668	76	182	1067	401	666	2059	30	193	37		
Kansas.....	193	200	0	575	5	3278	139	183	489	437	1248	672	44	282	579	394	21	100	594	272	678	1830	15	174	12		
Nebraska.....	53	185	0	487	0	2092	148	171	395	340	1054	487	51	330	372	312	19	129	776	255	521	1169	8	165	9		
North Dakota...	59	89	0	230	0	546	133	101	231	196	661	165	37	176	152	121	3	34	264	50	214	476	5	21	2		
South Dakota...	72	97	0	214	0	618	122	92	214	144	572	188	16	204	196	135	5	17	227	80	147	592	4	62	6		
Colorado.....	107	100	2	226	5	2455	42	45	154	149	390	396	38	287	254	170	27	72	271	95	176	715	18	53	2		
Montana.....	54	33	0	120	2	812	37	33	90	144	304	233	32	146	162	92	6	34	192	56	136	436	7	22	2		
New Mexico.....	21	26	1	61	2	494	12	13	21	54	100	141	5	52	44	31	4	20	47	9	38	194	1	7	1		
Wyoming.....	23	29	0	54	1	402	22	12	53	80	167	136	8	55	65	38	3	10	58	26	32	170	2	52	1		
Oklahoma.....	153	127	0	628	3	5645	113	132	340	278	863	615	63	329	458	312	17	51	583	186	397	1592	9	49	5		
Pacific Coast																											
California.....	794	129	10	796	34	7896	218	271	524	544	1557	1282	60	1246	1073	579	92	190	1728	981	747	3133	116	214	61		
Oregon.....	103	70	5	272	4	1645	43	39	119	97	298	267	26	251	246	148	18	26	312	153	159	467	17	56	8		
Idaho.....	41	53	1	110	1	664	20	40	94	64	218	233	20	88	121	96	7	16	182	44	138	279	5	32	1		
Washington.....	194	89	10	260	5	3475	113	105	175	127	520	514	47	395	405	204	41	107	551	254	297	1251	31	48	6		
Arizona.....	34	35	0	55	2	732	10	12	29	49	100	160	10	62	106	25	6	10	74	42	32	232	8	13	2		
Nevada.....	17	11	0	24	0	187	15	8	17	33	73	62	1	28	44	14	3	7	37	8	29	68	4	4	1		
Utah.....	39	42	0	88	3	1425	17	14	42	50	123	175	18	93	171	107	12	20	101	48	53	331	9	21	9		
Southern																											
Alabama.....	70	76	7	273	7	4428	86	59	140	139	424	525	11	185	322	130	22	31	119	57	62	739	15	26	3		
Arkansas.....	58	96	1	194	5	4192	50	57	147	148	402	671	7	239	230	162	14	15	233	114	119	967	8	39	4		
Florida.....	189	101	3	266	8	3534	90	60	100	125	375	412	26	230	297	239	21	50	236	116	120	886	10	28	6		
Georgia.....	103	133	20	375	6	6375	95	52	133	193	473	910	34	294	482	304	36	46	244	90	154	1041	11	69	15		
Kentucky.....	95	116	1	308	3	5971	62	146	296	235	739	588	71	286	411	360	21	28	325	121	204	769	6	31	10		
Louisiana.....	83	65	1	157	1	4532	64	31	88	113	296	455	55	67	259	117	24	28	151	75	76	518	3	23	14		
Mississippi.....	60	104	6	130	3	2967	32	56	114	112	314	543	12	130	163	125	4	31	124	33	91	526	1	16	2		
North Carolina..	133	111	11	388	2	4408	75	50	178	229	532	754	21	299	361	260	12	107	213	99	114	467	4	27	5		
South Carolina..	65	81	6	227	3	3022	56	27	52	84	215	518	18	155	289	114	13	37	125	39	86	285	9	21	8		
Tennessee.....	105	105	5	343	4	5474	54	75	192	163	484	567	52	253	442	182	28	52	263	132	131	871	35	32	10		
Texas.....	251	286	3	610	8	13241	143	65	501	817	1526	2110	124	710	766	489	47	102	993	347	646	2619	16	241	15		
Virginia.....	138	74	16	372	8	4682	77	56	190	296	619	636	40	278	478	236	25	106	226	108	118	776	15	38	4		
West Virginia...	113	71	2	234																							

SALES MANAGEMENT acknowledges with thanks data from the following sources: Electrical Dealer Contractors, *Electrical Record (Gage List of Electrical Buyers)*; Hardware Outlets, *Good Hardware*; Oil Burner Outlets, *Fuel Oil*; All Others, W. S. Ponton & Co.

## COMPOSITE TABLE OF OUTLETS—BY STATES

Manufacturers and Wholesalers—Arranged Alphabetically

STATES	MANUFACTURERS								WHOLESALEERS									
	1. Agricultural Implements	2. Auto Accessories	3. Boot and Shoe	4. Bottlers—Soft Drinks	5. Bread and Biscuit Bakers	6. Cigar	7. Clothing—Men's and Boys'	8. Confectioners	9. Agricultural Implements	10. Auto Accessories	11. Bakers	12. Confectioners	13. Druggists	14. Electrical Jobbers	15. Grocers	16. Hardware	17. Men's Furnishings	18. Radio
New England																		
Maine.....	2	10	54	80	6	52	26	11	4	31	14	26	7	3	38	14	10	15
New Hampshire.....	2	9	78	61	5	11	5	2	3	11	9	10	4	1	16	7	1	1
Vermont.....	4	2	4	12	11	10	9	4	1	10	10	5	2	2	14	5	3	4
Massachusetts.....	7	210	576	275	44	249	217	95	8	152	70	83	18	33	161	53	61	48
Rhode Island.....	0	16	1	55	4	37	3	5	1	21	9	31	6	4	29	3	9	8
Connecticut.....	6	102	9	298	21	116	82	15	3	72	27	45	12	19	65	16	8	20
Middle Atlantic																		
New York.....	53	555	313	588	118	796	1028	177	14	383	194	369	125	136	363	115	133	136
New Jersey.....	7	146	34	333	32	193	26	76	4	107	52	150	10	35	104	18	15	31
Pennsylvania.....	33	250	141	531	94	792	279	259	20	271	167	384	84	48	292	99	105	74
Delaware.....	1	12	0	25	4	8	1	2	2	9	5	8	2	2	14	1	1	2
Maryland.....	2	39	15	156	18	106	105	61	7	49	26	70	13	10	73	26	25	9
D. of Columbia.....	0	7	0	43	7	16	3	5	1	29	12	21	5	5	11	3	6	12
Middle Western																		
Ohio.....	72	343	64	243	87	420	43	163	8	226	236	209	46	53	76	66	73	76
Indiana.....	39	148	5	141	61	94	20	61	8	113	142	170	21	20	115	22	28	25
Illinois.....	85	353	68	669	71	1029	96	199	4	211	378	251	38	50	161	35	59	82
Michigan.....	42	303	15	201	78	272	25	68	4	111	204	188	17	28	69	37	40	64
Wisconsin.....	43	112	76	248	29	455	51	68	4	115	99	54	20	12	71	19	20	40
Western																		
Minnesota.....	31	62	14	135	17	146	20	41	10	74	65	40	6	20	53	22	36	25
Iowa.....	42	41	4	118	35	186	19	33	6	106	73	25	20	14	98	34	27	34
Missouri.....	17	86	62	270	45	316	48	53	9	156	102	66	25	25	113	23	38	45
Kansas.....	10	23	2	94	17	46	5	13	2	66	71	22	8	7	54	12	10	10
Nebraska.....	8	11	2	66	10	39	3	10	6	49	37	10	6	6	45	10	10	16
North Dakota.....	0	1	0	17	1	10	0	0	2	10	9	3	1	2	18	0	2	6
South Dakota.....	2	5	0	33	3	25	0	4	1	22	15	4	4	1	17	8	0	5
Colorado.....	4	18	1	86	10	28	4	28	1	43	40	18	8	12	22	11	17	19
Montana.....	0	2	0	20	5	21	1	5	3	20	22	9	9	3	25	4	4	9
New Mexico.....	0	1	0	25	0	2	0	1	1	5	5	1	0	0	6	0	2	1
Wyoming.....	0	0	0	21	2	5	0	3	0	8	10	2	1	1	6	0	0	1
Oklahoma.....	1	9	1	138	4	21	0	18	3	55	42	33	7	6	50	5	7	14
Pacific Coast																		
California.....	21	111	19	347	32	249	25	107	12	257	281	53	21	47	80	19	45	56
Oregon.....	2	6	1	36	3	48	9	31	3	53	36	22	6	7	19	10	8	10
Idaho.....	0	0	0	20	2	5	0	5	0	20	18	6	1	2	7	5	4	1
Washington.....	2	12	5	94	10	38	11	64	3	101	80	23	6	15	38	16	24	25
Arizona.....	1	0	0	31	0	3	0	1	1	18	5	8	3	2	13	6	3	3
Nevada.....	0	0	0	8	0	6	0	0	0	3	2	0	2	0	5	1	1	2
Utah.....	0	3	0	26	8	8	3	12	3	16	14	13	7	6	11	2	14	4
Southern																		
Alabama.....	2	8	1	134	4	28	3	12	16	28	25	32	16	5	133	34	33	6
Arkansas.....	1	3	0	100	4	9	2	10	0	14	20	9	11	2	85	23	16	5
Florida.....	2	4	0	147	8	247	0	15	5	55	19	41	10	15	104	26	10	21
Georgia.....	20	22	6	228	13	59	9	31	15	36	51	14	25	8	102	47	42	9
Kentucky.....	7	31	11	205	16	65	28	21	5	38	110	40	13	7	101	15	34	12
Louisiana.....	2	13	3	103	12	34	14	25	6	44	57	20	11	10	58	18	32	10
Mississippi.....	3	1	0	80	5	0	3	8	9	11	18	4	13	2	95	21	20	1
North Carolina.....	8	10	4	186	5	14	5	19	11	42	10	36	21	11	260	45	31	11
South Carolina.....	0	5	0	175	4	12	0	12	8	29	7	18	18	5	111	14	13	4
Tennessee.....	9	8	5	122	16	23	12	36	14	45	35	27	25	17	102	36	41	12
Texas.....	4	16	5	347	23	29	14	85	18	130	103	65	26	20	168	44	54	38
Virginia.....	14	10	4	161	21	34	17	22	12	39	31	38	14	9	146	48	34	5
West Virginia.....	0	4	3	85	14	42	9	6	16	41	28	25	11	12	77	32	20	12
TOTAL.....	611	3143	1609	7617	1039	6454	2283	2002	297	3555	3095	2840	785	760	3994	1130	1229	1079

SALES MANAGEMENT acknowledges with thanks data from the following sources: Electrical Jobbers, *Electrical Record* (Gage List of Electrical Buyers); Radio Wholesalers, *Radio Retailing*; All others, W. S. Ponton & Co.

## THE OIL BURNER MARKET

Oil has been used for heating for the past fifty years, but it was not until 1918 that the fully automatic burners appeared on the market, and not until 1922 that they began to be more widely accepted. Since then, with the impetus added by the coal strike, the oil burner industry has made rapid strides as shown by the tables below. *Fuel Oil*, by whose courtesy this material is printed, estimates that there is a potential market in the United States for 2,688,679 domestic and commercial burners, totaling about \$1,750,000 in value. The location of this potential market by states is shown below as an index of market possibilities. Other tables show the actual production figures by years and by types (domestic and commercial) and manufacturers making oil burners, with their all time production figures.

### TOTAL NUMBER OF DOMESTIC OIL BURNERS IN USE BY YEARS—1920-1928

Years	Mechanical Draft	Natural Draft	Total
1920.....	5,790	8,685	14,475
1921.....	10,422	14,475	24,897
1922.....	27,213	40,877	68,090
1923.....	54,773	63,111	117,884
1924.....	89,903	119,274	209,177
1925.....	131,896	65,427	197,323
1926.....	204,966	51,531	256,497
1927.....	276,762	75,501	352,263
1928.....	383,937	105,609	489,546

NOTE—Annual production figures can be obtained by taking differences between totals for successive years.

### COMMERCIAL OIL BURNERS

#### POTENTIAL COMMERCIAL MARKET BY CLASSES

Schools and Churches.....	79,697
Office Buildings.....	55,345
Department Stores.....	28,779
Hotels.....	22,138
Green Houses.....	13,283
Hospitals.....	11,069
Theatres.....	6,641
Libraries.....	4,428
<b>TOTAL.....</b>	<b>221,380</b>

#### ACTUAL COMMERCIAL MARKET BY YEARS

Year	No. of Installations
1925.....	22,155
1926.....	25,662
1927.....	27,970
1928.....	30,970

#### THE OIL BURNER MARKETS BY STATES

In indicating the possible sales for each state allowance has been made for unfavorable factors, such as natural gas availability, low priced coal and climate conditions.

States	Index Value	Possible Sales
Illinois.....	11.8%	319,861
New York.....	10.9%	286,779
Michigan.....	9.3%	253,081
Pennsylvania.....	7.1%	193,378
Wisconsin.....	6.4%	174,885
Massachusetts.....	5.8%	155,580
Minnesota.....	5.4%	148,690
Iowa.....	4.7%	128,438
New Jersey.....	4.5%	122,553
Indiana.....	3.0%	83,021
California.....	2.5%	68,642
Washington.....	2.4%	65,386
Ohio.....	2.1%	56,622
Maryland.....	2.1%	53,622
Missouri.....	1.9%	53,274
Nebraska.....	1.9%	51,045
Connecticut.....	1.7%	43,810
Colorado.....	1.5%	40,388
Tennessee.....	1.2%	33,937
Virginia.....	1.2%	33,255
Maine.....	1.0%	26,209
Oregon.....	.9%	25,532
Georgia.....	.9%	23,769
North Carolina.....	.9%	23,467
Utah.....	.8%	22,126
New Hampshire.....	.8%	22,029
Rhode Island.....	.7%	20,334
Texas.....	.7%	17,787
District of Columbia.....	.6%	17,414
South Dakota.....	.6%	16,455
Alabama.....	.6%	16,079
North Dakota.....	.5%	14,472
Idaho.....	.5%	14,093
Mississippi.....	.4%	11,181
Montana.....	.4%	10,459
South Carolina.....	.4%	10,263
Vermont.....	.4%	9,646
Louisiana.....	.3%	8,570
Kentucky.....	.3%	7,017
Delaware.....	.2%	6,714
New Mexico.....	.2%	5,408
Arizona.....	.2%	5,271
Wyoming.....	.2%	5,033
Kansas.....	.2%	2,943
Florida.....	.1%	2,822
West Virginia.....	.1%	1,649
Nevada.....	.1%	1,469
Oklahoma.....	.1%	1,144
Arkansas.....	.1%	332
<b>Total.....</b>		<b>2,688,679</b>

#### BURNERS PRODUCED BY INDIVIDUAL MANUFACTURERS

Burners Listed in the Order of their 1928 Production	Total Units Manufactured All Years
1. Oil-O-Matic.....	73,000
2. Silent Automatic.....	21,500
3. Nokol.....	51,400
4. Electrol.....	23,000
5. Johnson.....	52,600
6. Ray.....	50,000
7. May.....	14,000
8. A. B. C.....	15,000
9. Laco.....	.....
10. Petro.....	6,100
11. Timken.....	12,200
12. Kleen Heat.....	30,900
13. Hart.....	13,800
14. Fess, Holden, Morgan.....	.....
15. Baker.....	10,000
16. Super Oil Heater.....	7,000
17. Hardinge.....	11,000
18. Gulf.....	4,200
19. Nu Way.....	6,568
20. Enterprise.....	.....
21. Torridheat.....	3,538
22. Wayne.....	4,500
23. Combustion.....	10,944
24. Morrissey.....	.....
25. Simplex.....	.....
26. Marr.....	6,200
27. Summerheat.....	.....
28. United States.....	.....
29. Ballard, Jr.....	2,900
30. Gill.....	.....
31. Sundstrand.....	.....
32. Caloril.....	3,607
33. Security.....	.....
34. Sword.....	3,000
35. Rayfield.....	.....
36. Reif-Rexoil.....	.....
37. Northern.....	.....
38. Bettendorf.....	700
39. Kerwin.....	.....
40. Pascoe.....	.....
Others.....	51,889
<b>TOTAL.....</b>	<b>489,546</b>

# LIVE



## WHILE YOU BUILD

EVERY man worth the name has an aim and ambition to build a solid competence—but too many ignore the call to live a full life while fulfilling life's ambition.

So much emphasis is laid on the industrial possibilities of Piedmont Carolinas that many may not realize the richness and fullness of the life people live here.

Nowhere in the nation are the public schools more uniformly high in character.

Nowhere in this country are the general standards of living so genuinely sound and wholesome.

A friendly hospitality here goes hand in hand with a remarkable industrial development.

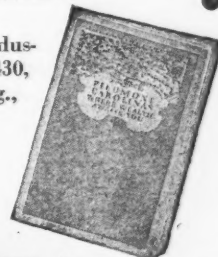
The mountains (highest east of the Rockies) beckon on one hand and the hunting and fishing of the coastal plain are only a few hours distant on the other. Close by you find golf courses that are internationally famous.

The climate in summer is equal to that of southern New York in temperature with 10° to 15° less humidity. The winters are 10° to 25° warmer.

If living is as important to you as business success, here you may have both in fullest degree.

If you have not received "Piedmont Carolinas," may we suggest you write for it today? It is full of pertinent facts for business executives.

Please address Industrial Dept., Room 2430, Mercantile Bldg., Charlotte, N. C.



## DUKE POWER COMPANY

SOUTHERN PUBLIC UTILITIES COMPANY  
AND OTHER ALLIED INTERESTS



# A MARKET GUIDE FOR SELLING ELECTRICAL MERCHANDISE

The first question an electrical merchandise sales or advertising executive asks about the electrical industry is where are my most likely buyers? The answer is wired homes, and therefore this information by states is given, through the courtesy of *Electrical World*, first in the tables below. The next questions are what volume of electrical merchandise is sold annually; what volume

has already been sold to these customers to date; and what is the degree of market saturation? These questions, through the courtesy of *Electrical Merchandising* are answered fully in the following tables, all of which combine to form a most convenient and complete market guide for selling electrical merchandise.

## WIRED HOMES BY STATES AND GEOGRAPHICAL REGIONS

	Domestic Lighting	
	1927	1928
<b>United States</b> .....	<b>17,954,944</b>	<b>19,012,664</b>
New England.....	1,650,458	1,742,578
Middle Atlantic.....	5,127,456	5,522,476
East North Central.....	4,407,500	4,629,950
West North Central.....	1,789,975	1,851,675
South Atlantic.....	1,235,085	1,308,765
East South Central.....	521,830	558,620
West South Central.....	881,780	954,920
Mountain.....	483,960	501,430
Pacific.....	1,856,900	1,942,250
<b>New England</b> .....		
Maine.....	131,802	135,132
New Hampshire.....	91,600	96,420
Vermont.....	59,640	62,150
Massachusetts.....	889,206	945,096
Rhode Island.....	145,330	150,990
Connecticut.....	332,880	352,790
<b>Middle Atlantic</b> .....		
New York.....	2,760,956	2,977,426
New Jersey.....	807,300	872,050
Pennsylvania.....	1,559,200	1,673,000
<b>East North Central</b> .....		
Ohio.....	1,194,300	1,273,330
Indiana.....	515,600	532,520
Illinois.....	1,451,200	1,501,450
Michigan.....	814,100	866,610
Wisconsin.....	432,300	456,040
<b>West North Central</b> .....		
Minnesota.....	384,750	393,440
Iowa.....	328,200	334,800
Missouri.....	541,500	565,250
North Dakota.....	54,225	55,125
South Dakota.....	53,900	55,940
Nebraska.....	169,000	178,520
Kansas.....	258,400	268,600
<b>South Atlantic</b> .....		
Delaware.....	26,430	28,830
Maryland.....	233,790	251,290
District of Columbia.....	95,795	101,595
Virginia.....	185,720	199,520
West Virginia.....	121,000	130,450
North Carolina.....	161,100	171,750
South Carolina.....	89,700	94,800
Georgia.....	135,600	146,120
Florida.....	185,950	184,410
<b>East South Central</b> .....		
Kentucky.....	181,300	194,040
Tennessee.....	164,100	172,750
Alabama.....	126,280	136,230
Mississippi.....	50,150	55,600
<b>West South Central</b> .....		
Arkansas.....	91,380	97,150
Louisiana.....	104,300	109,460
Oklahoma.....	194,200	211,160
Texas.....	491,900	537,150
<b>Mountain</b> .....		
Montana.....	67,120	71,070
Idaho.....	63,500	64,180
Wyoming.....	30,200	30,830
Colorado.....	153,500	160,250
New Mexico.....	22,540	23,890
Arizona.....	35,700	37,990
Utah.....	99,050	100,830
Nevada.....	12,350	12,390
<b>Pacific</b> .....		
Washington.....	332,600	339,700
Oregon.....	197,700	204,650
California.....	1,326,600	1,397,900

## ELECTRICAL MERCHANDISE SALES—1927-1928

Merchandise	1927		1928	
	Number Sold	Retail Value	Number Sold	Retail Value
Cleaners.....	1,194,614	\$58,536,086	1,200,340	\$66,018,700
Clocks.....	95,000	2,500,000	130,000	4,000,000
Clothes Washing Machines.....	775,661	110,925,000	809,884	108,000,000
Cookers (660 Watts and Under).....	200,000	1,800,000	100,000	1,000,000
Corn Poppers.....			200,000	450,000
Dishwashers (Household).....	9,000	1,440,000	10,000	1,500,000
Egg Cookers.....			78,000	390,000
Exercisers, Motor-driven Health.....			15,000	1,875,000
Fans { Ceiling.....			60,000	2,655,000
{ Desk, bracket.....			789,000	11,096,312
{ Household, ventilating.....			30,000	947,500
Fixtures { Residential lighting.....		49,500,000		51,000,000
{ Commercial lighting.....		29,000,000		29,000,000
Flashlights { Cases.....		10,500,000		8,750,000
{ Batteries.....		13,300,000		12,635,000
Floor Polishers.....	46,500	2,334,000	49,000	2,178,000
Heaters and Radiators.....	450,000	2,475,000	405,000	2,430,000
Heating Pads.....	470,000	2,773,844	510,000	3,009,000
Hot Plates, Grills and Table Stoves.....	315,000	1,890,000	346,000	1,979,000
Ironing Machines.....	68,000	10,880,000	132,500	12,920,000
Irons.....	3,000,000	14,250,000	3,000,000	13,750,000
Incandescent Lamps.....				
Residential Use.....			245,630,000	66,220,000
Commercial and Industrial Use.....	536,963,490	125,055,000	73,370,000	19,780,000
Miniature.....			242,000,000	39,000,000
Oil Burners (Motor driven mechanical draft only).....			92,500	64,750,000
Percolators, Copper Plated.....	450,000	6,750,000	472,000	8,080,000
Percolators, Aluminum.....			1,000,000	4,000,000
Portable Lamps and Shades.....	6,000,000	72,000,000	7,000,000	71,000,000
Ranges.....	110,000	17,600,000	135,000	22,175,000
Ranges, Wall Outlet.....	10,000	500,000	12,000	564,000
Refrigerators, Domestic.....	365,000	82,125,000	468,000	128,700,000
Sewing Machines, Household.....	350,000	33,250,000	380,000	35,000,000
Toasters.....	675,000	3,550,000	785,000	4,260,000
Violet Ray Outfits.....	145,000	2,225,000	150,000	2,500,000
Waffle Irons.....	400,000	3,750,000	500,000	4,500,000

†Total value installed, including tanks and accessory equipment.

## ELECTRICAL APPLIANCE SALES BY YEARS—1917-1928

Year	Refrigerators	Vacuum Cleaners	Irons	Ironers	Ranges	Washers
1928.....	468,000	1,200,340	3,000,000	132,000	147,000	809,884
1927.....	365,000	1,194,614	3,000,000	68,000	120,000	775,661
1926.....	248,000	1,065,000	3,000,000	57,000	110,000	843,000
1925.....	75,000	970,000	2,750,000	40,000	82,500	726,000
1924.....	24,000	903,000			44,500	612,000
1923.....	16,000	1,016,000			43,000	554,000
1922.....	10,000	800,000			40,000	423,000
1921.....	6,000	600,000			30,000	280,000
1920.....	4,000	900,000			40,000	600,000
1919.....	2,000	600,000			21,700	500,000
1918.....	1,400	370,000				240,000
1917.....	1,200					110,000

## ELECTRICAL APPLIANCES IN USE IN THE U. S.—1923-1929

	January 1, 1923	January 1, 1924	January 1, 1925	January 1, 1926	January 1, 1927	January 1, 1928	January 1, 1929
Irons.....		8,500,000	10,200,000	10,800,000	12,800,000	15,300,000	17,700,000
Cleaners.....	3,850,000	4,300,000	4,800,000	5,200,000	5,900,000	6,828,000	7,700,000
Fans.....	3,500,000				4,150,000	4,901,000	5,600,000
Washers.....	2,915,000	3,300,000			4,250,000	5,000,000	5,735,000
Heaters.....	1,260,000	1,500,000			2,150,000	2,600,000	2,985,000
Toasters.....	1,000,000	1,300,000	1,650,000	3,400,000	4,000,000	4,540,000	5,325,000
Percolators.....				2,050,000	2,450,000	2,800,000	3,975,000
Ranges.....			267,500	370,000	480,000	590,000	725,000
Ironing Machines.....	116,000	160,000	210,000	222,000	280,000	348,000	480,000
Refrigerators.....	27,000	43,000	62,000	142,000	390,000	755,000	1,223,000
Waffle Irons.....	113,000	185,000	275,000	425,000	575,000	850,000	1,300,000

## ELECTRICAL APPLIANCE MARKET SATURATION—JAN. 1, 1929

Table showing numbers and percentages of the 19,012,664 wired homes that have various appliances and those that have not, or yet to be sold.

These Wired Homes Own		These Wired Homes Do Not Own	
93 %	or 17,700,000 Own Irons	7 %	or 1,300,000 are Without Irons
40.7 %	or 7,700,000 Own Cleaners	59.3 %	or 11,300,000 are Without Cleaners
30.2 %	or 5,735,000 Own Washers	69.8 %	or 13,277,664 are Without Washers
29.5 %	or 5,600,000 Own Fans	70.5 %	or 13,400,000 are Without Fans
28 %	or 5,325,000 Own Toasters	72 %	or 13,675,000 are Without Toasters
15.7 %	or 2,985,000 Own Heaters	84.3 %	or 16,015,000 are Without Heaters
6.4 %	or 1,223,000 Own Refrigerators	93.6 %	or 17,777,000 are Without Refrigerators
5.5 %	or 1,050,000 Own Cookers	94.5 %	or 17,950,000 are Without Cookers
3.8 %	or 725,000 Own Ranges	96.2 %	or 18,275,000 are Without Ranges
2.5 %	or 480,000 Own Ironers	97.5 %	or 18,520,000 are Without Ironers

## TOTAL RETAIL RADIO SALES—1922-1928

IN NUMBERS AND DOLLARS

(All Figures in Thousands)

	1922	1923	1924	1925	1926	1927	1928
Radio Sets, factory built.....No.	100	250	1,500	2,000	1,750	1,350	2,550
.....\$	\$5,000	\$15,000	\$100,000	\$165,000	\$200,000	\$168,750	\$306,000
Radio-Phonograph Combinations.....No.							81
.....\$							\$38,000
Reproducers.....No.	25	500	1,500	22,000	2,000	1,400	2,460
(excl'd. 841,000 in consoles & combinat's).....\$	\$750	\$12,000	\$30,000	\$30,000	\$30,000	\$28,000	\$66,400
Tubes.....No.	1,000	4,500	12,000	20,000	30,000	41,200	50,200
.....\$	\$6,000	\$17,000	\$36,000	\$48,000	\$58,000	\$67,300	\$110,250
Furniture.....No.							800
(separate).....\$							\$42,000
A-B-C (Dry) Batteries.....\$	\$4,500	\$6,000	\$55,000	\$66,000	\$80,000	\$68,000	\$50,400
A-B Power Units, Storage Batteries & Chargers.....\$		\$7,000	\$25,400	\$30,000	\$55,000	\$34,000	\$17,500
Other accessories (1928 does not incl. furn.).....\$	\$3,750	\$4,000	\$11,600	\$24,000	\$33,000	\$38,550	\$8,000
Parts (does not include sales to manufact'rs).....\$	\$40,000	\$75,000	\$100,000	\$65,000	\$50,000	\$21,000	\$12,000
TOTALS							
Sets.....\$	\$5,000	\$15,000	\$100,000	\$165,000	\$200,000	\$168,750	\$306,000
Parts.....\$	\$40,000	\$75,000	\$100,000	\$65,000	\$50,000	\$21,000	\$12,000
Accessories.....\$	\$15,000	\$46,000	\$158,000	\$200,000	\$256,000	\$235,850	\$332,550
Total Sale for Year...\$	\$60,000	\$136,000	\$358,000	\$430,000	\$506,000	\$425,600	\$650,550

\*Subject to later revision.

Copyrighted "Radio Retailing"—1929.

## \*TELEPHONE CENSUS BY STATES

AND GEOGRAPHIC DIVISIONS

JANUARY 1, 1928 AND 1922

Division and State	1928	1922
United States Total.....	18,522,767	14,347,395
New England		
Maine.....	131,367	113,725
New Hampshire.....	83,065	68,874
Vermont.....	60,793	54,530
Massachusetts.....	867,888	687,700
Rhode Island.....	114,944	92,766
Connecticut.....	290,873	205,902
Middle Atlantic		
New York.....	2,595,537	1,780,563
New Jersey.....	599,336	383,496
Pennsylvania.....	1,393,338	1,085,651
East North Central		
Ohio.....	1,122,036	962,837
Indiana.....	552,249	508,726
Illinois.....	1,685,690	1,283,449
Michigan.....	711,315	508,140
Wisconsin.....	518,461	429,949
West North Central		
Minnesota.....	487,611	424,777
Iowa.....	565,533	533,347
Missouri.....	657,946	550,980
North Dakota.....	86,198	77,586
South Dakota.....	107,641	101,555
Nebraska.....	295,274	273,500
Kansas.....	393,878	354,251
South Atlantic		
Delaware.....	28,901	23,534
Maryland.....	197,135	153,790
District of Columbia.....	144,985	102,231
Virginia.....	183,698	155,490
West Virginia.....	146,677	116,081
North Carolina.....	160,507	116,129
South Carolina.....	64,616	54,078
Georgia.....	173,410	136,334
Florida.....	162,293	79,657
East South Central		
Kentucky.....	222,735	201,545
Tennessee.....	220,559	171,413
Alabama.....	121,115	84,401
Mississippi.....	79,861	63,761
West South Central		
Arkansas.....	118,178	99,490
Louisiana.....	137,610	87,354
Oklahoma.....	278,912	222,889
Texas.....	614,657	462,424
Mountain		
Montana.....	59,238	55,115
Idaho.....	54,822	48,745
Wyoming.....	28,049	24,949
Colorado.....	183,250	150,652
New Mexico.....	21,580	18,342
Arizona.....	33,194	24,353
Utah.....	63,106	53,261
Nevada.....	12,959	10,313
Pacific		
Washington.....	299,109	238,275
Oregon.....	185,171	146,847
California.....	1,205,466	763,638

\*Bureau of the Census.

## \*RADIO CENSUS BY STATES

JANUARY 1, 1929

Zones	Number of Sets	Percentage of Nation's Total
Zone 1		
Massachusetts.....	371,250	4.125%
Maine.....	53,100	.590%
New Hampshire.....	21,150	.235%
Rhode Island.....	40,500	.450%
Connecticut.....	150,750	1.675%
New York.....	1,149,120	12.768%
Vermont.....	15,030	.167%
New Jersey.....	356,400	3.960%
Delaware.....	12,600	.140%
Maryland.....	148,950	1.655%
District of Columbia.....	51,300	.570%
TOTAL.....	2,370,150	26.335%
Zone 2		
Pennsylvania.....	738,000	8.200%
Virginia.....	117,450	1.305%
Ohio.....	559,350	6.215%
Michigan.....	388,800	4.320%
Kentucky.....	108,450	1.205%
West Virginia.....	81,630	.907%
TOTAL.....	1,993,680	22.152%
Zone 3		
North Carolina.....	128,250	1.425%
South Carolina.....	68,850	.765%
Georgia.....	118,080	1.312%
Florida.....	150,030	1.667%
Alabama.....	87,480	.972%
Mississippi.....	55,980	.622%
Tennessee.....	104,580	1.162%
Arkansas.....	99,000	1.100%
Louisiana.....	85,950	.955%
Texas.....	321,480	3.572%
Oklahoma.....	150,300	1.670%
TOTAL.....	1,369,980	15.222%
Zone 4		
South Dakota.....	42,030	.467%
Indiana.....	231,030	2.567%
Illinois.....	698,220	7.758%
Wisconsin.....	235,530	2.617%
North Dakota.....	41,850	.465%
Iowa.....	215,730	2.397%
Nebraska.....	114,480	1.272%
Kansas.....	142,200	1.580%
Missouri.....	267,300	2.970%
Minnesota.....	216,180	2.402%
TOTAL.....	2,204,550	24.495%
Zone 5		
Montana.....	19,350	.215%
Wyoming.....	6,930	.077%
Colorado.....	79,200	.880%
New Mexico.....	16,200	.180%
Idaho.....	15,120	.168%
Utah.....	23,130	.257%
Arizona.....	18,000	.200%
Nevada.....	3,150	.035%
Washington.....	158,130	1.757%
Oregon.....	75,780	.842%
California.....	646,650	7.185%
TOTAL.....	1,061,640	11.796%
GRAND TOTAL.....	9,000,000	100.00 %

\*Courtesy of Radio Retailing.

Well Filled  
TablesWill you  
Serve Them?

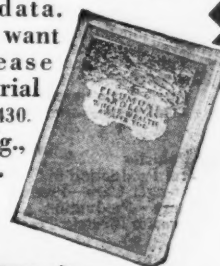
BUSY factories in Piedmont Carolinas are making payrolls that buy groceries. This section stands high in the value of its agricultural products, yet the Carolinas yearly import \$335,000,000 worth of foods and feedstuffs!

And the *quality* is high. One maker of bulk and packaged goods reports that his ratio of sales of the higher priced package line here runs 42% above his national average.

For four years Piedmont Carolinas has had record sales of electric ranges. Housewives here are interested in good cooking and good foods.

The opportunities for millers of flour and meal, cereal millers, meat packers, canners, preservers, creameries, ice cream makers, confectioners and other processors of foods, are unusually favorable.

Send for the facts. *Piedmont Carolinas, Where Wealth Awaits You*, is filled with figures and data. Just what you want to know. Please address Industrial Dept., Room 2430. Mercantile Bldg., Charlotte, N. C.

DUKE POWER  
COMPANYSOUTHERN PUBLIC UTILITIES COMPANY  
AND OTHER ALLIED INTERESTS



# PEAK SEASONS IN INDUSTRY

## Production, Shipments and Sales by Months

In the following table are compiled percentages of productions, shipments, and sales in various industries and trades for 1928 to show seasonal variations. For this purpose use has been made of the Department of Commerce Current Survey of Busi-

ness reports. These reports are by volume in some cases and by index numbers in others. Uniformity is secured here by reducing both to ratio form.

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Total Production in U. S. Industries as a Whole	7.93	8.38	8.38	8.31	8.31	8.16	7.93	8.31	8.69	8.84	8.53	8.23
<b>Clothing and Allied Industries</b>												
Men's Suits—Cut.....	9.78	10.67	10.04	7.02	8.00	8.43	8.47	9.06	7.10	6.92	6.71	7.79
Men's Overalls (overall jackets, one-piece overalls)—Cut.....	8.18	8.71	9.60	7.88	8.55	8.48	8.00	9.11	8.90	9.34	7.93	6.33
Knit Underwear—Production.....	7.76	8.59	9.22	8.73	8.71	8.45	6.69	8.33	7.71	9.84	8.76	7.22
Knit Underwear—Net Shipments.....	6.86	7.80	8.94	7.22	7.63	7.47	7.05	9.77	10.49	11.33	8.90	6.53
Cotton Textiles—Production.....	8.35	8.43	10.05	8.03	9.80	8.08	6.23	8.49	7.12	8.00	9.59	7.84
Raw Silk Deliveries from Principal Warehouses in New York City.....	9.18	8.88	9.11	7.23	8.12	8.06	7.17	8.90	8.37	8.75	8.36	7.89
Fur Sales by Dealers, representing sales to garment manufacturers, retailers, etc....	5.28	10.38	10.87	8.29	9.62	10.32	9.11	9.03	7.64	9.38	5.94	4.14
<b>Steel and Iron—Raw and Manufactured</b>												
Total Pig Iron Production.....	7.58	7.66	8.46	8.42	8.68	8.15	8.12	8.29	8.09	8.92	8.73	8.91
Merchant Pig Iron Production.....	9.38	8.20	8.01	8.26	8.27	8.30	7.96	7.54	7.67	8.44	8.50	9.47
Steel Ingots—Total U. S. Production.....	8.00	8.11	9.04	8.63	8.43	7.51	7.65	8.38	8.32	9.32	8.54	8.05
Coke—Total U. S. Beehive Production.....	8.59	8.91	10.26	8.61	8.59	6.90	6.19	6.58	7.13	9.62	9.51	9.10
Coke—Total U. S. By-product Production.....	8.17	6.78	8.52	8.23	8.59	8.30	8.20	8.37	8.30	8.84	8.64	9.05
Fabricated Structural Steel—Computed total shipments.....	6.64	5.64	7.39	7.77	8.52	8.52	8.65	9.40	8.90	10.40	9.15	9.02
Steel Furniture—Business Group Shipmts..	7.74	8.30	9.04	8.75	9.17	8.59	7.18	7.32	7.86	9.01	8.14	8.89
Steel Furniture—Shelving Shipments.....	7.31	7.34	8.95	7.70	8.27	7.74	7.78	8.99	7.29	10.26	9.85	8.51
Sheets—Black, Blue, Galvanized and Full Finished—Total Production.....	8.02	8.37	9.27	8.31	8.85	7.89	6.78	8.34	8.08	9.35	9.08	7.65
Steel Barrels—Total Production.....	6.43	7.01	8.61	9.03	9.41	9.64	8.76	9.16	8.02	8.87	7.62	7.45
Lock Washers—Shipments.....	7.00	7.54	9.37	8.63	9.01	9.18	8.22	9.02	8.22	8.60	8.15	7.07
Cold Finished Steel Bars—Shipments.....	8.91	7.99	7.91	7.12	7.81	7.83	7.91	8.52	8.69	10.07	9.29	7.93
Malleable Castings—Total Production.....	7.83	8.38	8.99	8.13	8.71	8.61	7.73	8.80	8.04	8.99	8.15	7.62
Steel Castings—Total Production.....	7.29	8.58	9.20	8.42	9.13	8.98	7.70	8.59	7.41	8.61	8.06	8.04
Track Work—Production.....	6.68	8.14	10.78	9.68	10.13	9.82	8.43	7.91	7.71	6.80	5.00	6.92
<b>Household, Agricultural and Industrial Machinery and Pumps</b>												
Vacuum Cleaners—Shipments.....	7.68	7.38	9.58	8.79	8.79	7.42	5.66	6.39	8.75	9.47	8.87	11.21
Total Washing Machines—Shipments.....	6.88	7.48	9.07	8.68	8.81	7.99	7.85	9.29	9.80	9.29	8.58	6.25
Electric Washing Machines—Shipments.....	6.91	7.55	9.09	8.52	8.64	7.74	7.60	9.05	9.84	9.36	9.17	6.51
Agricultural Machinery and Equipment—Production.....	7.49	7.83	8.25	8.50	8.37	8.18	8.17	8.38	8.34	8.51	8.86	9.12
Foundry Equipment—New Orders.....	6.38	5.94	6.67	5.18	16.14	7.17	4.56	13.37	8.18	8.90	9.51	8.01
Machine Tools—Shipments.....	6.08	7.14	8.56	8.93	8.32	7.87	7.38	8.48	8.36	9.01	9.87	9.99
Electric Overhead Cranes—Shipments.....	6.06	8.35	9.43	9.25	7.68	8.42	6.50	7.91	6.51	11.31	9.84	8.74
<b>Enameled Ware</b>												
Baths—Shipments.....	6.37	6.84	8.59	9.48	11.25	10.70	9.96	9.31	7.74	8.35	6.17	5.24
Lavatories—Shipments.....	6.80	6.91	9.06	9.81	11.19	10.41	9.54	9.02	7.47	7.85	6.27	5.66
Sinks—Shipments.....	7.04	6.89	9.09	9.53	10.92	9.73	9.32	8.85	7.73	8.49	6.79	5.59
Miscellaneous—Shipments.....	7.06	7.62	9.01	9.23	9.56	9.64	8.70	9.68	8.05	8.27	7.91	6.27
<b>Electrical Products</b>												
Standard Electrical Porcelain—Shipments.....	7.07	6.03	4.54	5.31	6.48	6.14	9.76	10.24	10.28	11.75	13.94	8.46
Special Electrical Porcelain—Shipments.....	7.43	7.14	8.45	7.50	8.60	8.27	8.55	8.36	8.34	9.59	9.43	8.36
High Tension Elec. Porcelain—Shipments.....	6.64	7.13	7.24	8.49	8.79	8.37	10.37	10.57	8.02	8.78	8.44	7.16
Industrial Reflectors—Sales.....	8.93	7.69	8.91	7.00	7.13	7.61	7.53	7.93	8.19	10.15	10.62	8.32
Flexible Cords—Shipments.....	6.65	7.07	8.04	7.18	7.84	7.17	7.08	9.68	8.32	10.43	12.09	8.45
Electrical Porcelain Glazed Nail Knobs—Shipments.....	8.19	5.94	3.16	5.37	5.29	6.32	9.93	10.54	10.26	12.80	13.03	9.17
Electrical Porcelain Unglazed Nail Knobs—Shipments.....	4.97	4.87	6.29	4.34	7.09	6.14	9.40	10.93	12.73	13.85	12.04	7.35
Electrical Porcelain Tubes—Shipments.....	4.93	4.27	4.76	5.06	3.82	5.42	14.17	11.13	11.79	12.29	13.62	8.74
<b>Miscellaneous Metal Products</b>												
Total Band Instruments—Shipments.....	5.87	8.54	9.24	7.63	7.27	7.16	5.52	6.75	9.29	12.02	9.74	10.96
Cup-mouthpiece—Shipments (Band Instruments).....	5.81	7.95	8.38	7.30	7.63	7.54	5.61	7.51	9.61	12.45	10.03	10.17
Saxophones—Shipments.....	5.93	9.18	10.29	8.17	7.06	6.81	5.43	6.51	8.75	10.93	9.80	11.13
Woodwind Band Instruments—Shipments.....	5.78	7.45	6.93	5.74	6.74	7.44	5.66	4.47	11.18	16.87	7.89	13.85
Galvanized Sheet Metal Ware Pails and Tubs—Production.....	6.99	9.90	9.67	11.61	9.87	7.88	6.37	7.12	8.40	8.57	7.34	6.29
Enameled Sheet Metal Ware (Utensils having a vitreous coat on a steel sheet or iron base)—Shipments.....	7.63	8.89	10.56	8.37	8.32	7.13	6.62	8.56	8.41	9.96	7.85	7.69
<b>Motor Vehicles</b>												
Total Production in U. S. ....	5.32	7.43	9.49	9.41	9.77	9.11	9.00	10.59	9.53	9.11	5.90	5.35
Passenger Cars—Production.....	5.37	7.61	9.72	9.54	9.82	9.32	8.85	10.47	9.38	8.88	5.68	5.36
Trucks—Production.....	4.91	6.15	7.82	8.52	9.41	7.57	10.04	11.44	10.63	10.76	7.48	5.27
Domestic Electric Tractors—Shipments.....	4.72	14.15	16.98	8.49	7.55	5.66	4.72	4.72	10.38	4.72	8.49	9.43
<b>Automobile Accessories</b>												
Original Equipment—Shipments.....	6.83	7.83	9.68	8.92	9.01	8.38	8.50	9.64	9.13	8.38	6.83	6.87
Replacement Parts—Shipments.....	7.37	6.89	7.32	8.13	9.85	8.07	7.97	9.47	9.96	9.90	8.02	7.05
Accessories—Shipments.....	6.39	7.36	9.14	8.66	9.14	8.90	9.06	11.89	9.87	7.36	6.31	5.91
Service Equipment—Shipments.....	8.23	9.15	10.08	9.50	9.10	8.11	6.95	8.57	8.11	8.17	7.07	6.95
<b>Gasoline, Kerosene and Oil</b>												
Gasoline—Consumption.....	6.42	6.48	7.37	7.88	8.38	8.89	9.80	10.16	9.10	9.38	7.98	8.16
Retail Distribution in 41 States (Thousands of Gallons).....	6.37	6.39	7.30	7.84	7.78	8.96	8.99	10.23	9.47	9.29	8.37	8.11
Lubricating Oil—Consumption.....	6.95	6.63	8.60	10.22	8.60	9.27	8.35	8.80	8.54	9.28	7.63	7.35



## Peak Seasons in Industry—Continued

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
<b>Tires and Rubber Manufactures</b>												
Pneumatic Automobile Tires—Production	6.83	8.12	8.70	7.88	8.62	8.53	8.28	9.51	8.65	9.32	7.73	7.13
Inner Tubes—Production	6.79	8.60	9.02	8.31	8.94	8.68	8.32	10.41	8.85	8.64	6.98	6.46
Solid Tires and Cushions—Production	7.20	7.20	8.56	8.56	9.14	9.53	8.95	10.12	8.37	9.14	7.00	6.23
Rubber-Proofed Fabrics—Total Production	5.31	6.29	6.96	5.90	6.70	7.21	8.41	11.26	12.12	14.44	10.19	5.24
Rubber Heels—Production	7.52	8.16	9.60	7.90	9.18	7.98	7.49	9.05	9.12	9.33	7.95	6.72
Rubber Soles—Production	9.11	9.64	9.95	7.78	9.35	8.82	8.42	9.19	7.24	6.10	7.04	7.36
Rubber Bands—Shipments	9.38	8.39	9.29	7.27	7.62	8.26	7.44	8.30	8.00	9.29	8.65	8.09
Rubber Flooring—Shipments	6.18	7.03	9.52	6.78	9.43	10.23	6.81	8.32	10.76	7.98	8.08	8.89
<b>Leather and Leather Goods</b>												
Shoes—Production	7.61	8.60	9.38	7.73	7.67	7.92	8.18	10.16	9.00	9.70	7.68	6.36
Gloves—Production (Cut)	7.14	7.82	8.96	8.44	9.01	9.15	8.11	9.51	8.59	9.51	8.97	4.79
<b>Books, Paper and Printing</b>												
Activity of Job Printing Plants based on the productive hours in each department	8.41	8.49	8.72	8.64	8.64	7.48	7.48	7.55	8.18	8.80	8.72	8.88
Paper Board Shipping Boxes—Total Production	6.94	8.02	8.49	8.09	8.04	8.44	8.07	8.81	8.67	9.07	9.06	8.30
Wrapping Paper—Actual Production	8.53	8.27	9.01	8.13	8.67	8.03	7.84	8.93	7.41	8.52	8.59	8.07
Writing (Fine) Paper—Actual Production	8.17	8.47	9.24	8.78	8.92	8.33	7.41	8.57	7.60	8.65	8.17	7.68
All Other Grades of Paper—Production	8.11	7.82	8.67	8.08	8.75	8.52	7.77	9.01	8.15	9.16	8.36	7.60
Total Actual Paper Production	8.06	8.04	8.74	7.27	8.86	8.38	7.69	8.66	7.89	8.87	8.66	7.87
<b>Building Construction in U. S.</b>												
Commercial Contracts Awarded	7.78	6.08	8.20	9.50	10.28	10.73	10.99	6.75	6.91	7.46	7.72	7.59
Industrial Contracts Awarded	5.78	5.26	7.98	13.81	5.25	9.54	5.18	6.86	18.74	10.15	5.88	5.58
Residential Contracts Awarded	6.88	8.57	9.80	9.92	10.32	9.24	8.15	7.64	7.25	8.64	7.15	6.44
Educational Contracts Awarded	5.91	4.72	8.60	8.23	11.92	11.33	9.14	8.68	9.60	7.96	7.43	6.48
Public and Semi-Public Contracts Awarded	5.33	9.54	8.76	8.14	9.13	10.03	8.93	8.06	9.10	8.30	7.10	7.59
Public Works & Util. Contracts Awarded	5.38	4.36	8.27	8.83	11.24	9.68	10.31	8.91	8.99	11.34	6.87	5.84
Total Contracts Awarded	6.41	6.93	8.94	9.75	10.01	9.75	8.81	7.80	8.94	9.10	7.06	6.49
Construction Volume	5.36	5.31	5.87	7.03	7.93	10.45	10.15	10.24	11.40	10.41	9.51	6.34
<b>Furniture</b>												
Household Furniture—Southeastern District—Shipments	6.59	8.82	9.11	7.08	6.89	6.26	6.93	10.52	10.37	11.17	9.55	6.69
Piano Benches and Stools—Value of Shipments	7.00	9.04	8.20	7.04	7.25	6.87	5.81	6.21	9.86	11.54	10.16	11.01
<b>Brick and Tile</b>												
Common Brick—Shipments	5.89	5.43	10.48	10.60	10.12	9.84	10.71	9.79	7.49	5.47	8.09	6.10
Floor and Wall Tile—Production	6.53	6.49	7.43	7.27	7.95	8.60	8.96	9.50	9.19	10.57	8.95	8.02
Face Brick—Production	5.50	6.01	7.31	7.10	9.09	9.64	8.71	10.16	10.28	10.30	7.51	8.39
<b>China and Porcelain Plumbing Fixtures and Sand-Lime Brick</b>												
Porcelain Plumbing Fixtures—Shipments	6.97	6.31	6.36	8.98	8.14	10.15	10.67	12.10	8.71	8.97	7.72	6.42
Vitreous China Plumbing Fixt.—Shipm'ts	7.99	8.17	11.15	9.67	9.57	9.11	8.25	8.88	7.15	7.86	6.70	5.50
Sand-Lime Brick—Production	6.27	5.36	8.37	4.91	10.91	9.38	8.86	10.63	8.47	10.59	8.91	7.32
Portland Cement—Total Production	5.55	5.00	5.81	7.65	9.84	9.94	9.93	10.66	10.16	9.96	8.56	6.93
Illuminating Glassware—Total Product'n	6.88	7.52	8.03	8.31	8.63	8.62	4.48	7.65	8.17	10.74	10.87	10.11
Glass Containers—Total Production	7.76	7.33	9.03	8.51	9.45	9.10	8.35	9.44	8.16	8.40	7.54	6.93
Ethyl Alcohol—Production	7.05	6.08	5.98	6.38	5.98	7.06	8.99	10.15	10.07	11.19	10.40	10.77
<b>Foodstuffs</b>												
Wheat Flour—Consumption	7.36	8.38	9.41	7.23	8.53	7.41	6.96	9.35	8.14	11.24	9.33	6.65
Apples—Car-lot Shipments	4.57	4.23	3.07	3.00	1.55	.90	2.90	3.59	15.58	37.93	16.65	7.03
Citrus Fruit—Car-lot Shipments	9.62	9.28	10.82	9.44	8.87	5.45	5.38	4.52	3.86	6.23	12.39	14.14
White Potatoes—Car-lot Shipments	7.85	8.88	9.41	6.62	9.16	11.63	8.37	6.20	8.09	11.54	7.02	5.14
Onions—Car-lot Shipments	9.25	7.34	5.18	8.89	12.28	3.57	4.91	7.61	17.85	12.23	6.41	4.79
Total Pork Products—Apparent Consumption	9.22	8.75	8.44	7.21	8.41	8.16	7.64	7.51	8.03	9.21	8.75	8.66
Beef—Apparent Consumption	8.28	7.96	8.12	7.93	9.22	8.73	8.30	8.49	9.11	8.79	8.29	7.42
Canned Salmon—U. S. Shipments (including Alaska)	4.47	5.56	5.52	2.04	2.72	4.22	7.99	14.63	19.57	14.25	8.87	10.15
<b>Tobacco</b>												
Manufactured Tobacco and Snuff—Consumption	8.59	8.41	8.74	7.97	8.60	8.80	7.85	9.11	8.28	9.20	7.85	6.69
Large Cigars—Consumption	6.41	7.03	7.72	7.11	8.39	8.93	8.65	9.33	9.08	11.21	9.77	6.38
Small Cigarettes—Consumption	7.90	7.09	8.00	7.09	8.40	9.15	9.18	10.03	8.62	9.37	8.06	7.10
<b>Retail Sales</b>												
Mail Order Houses—Actual Sales	6.39	6.57	7.60	7.00	7.00	7.73	6.81	7.73	8.70	11.13	10.71	12.65
Grocery Chains—Actual Sales	7.48	7.72	9.04	8.08	8.56	8.32	7.92	8.20	8.00	9.12	8.72	8.80
Five and Ten Chains—Actual Sales	5.78	6.39	7.39	7.50	7.72	7.72	7.11	7.56	8.00	9.11	8.78	16.94
Wearing Apparel Chains—Actual Sales	4.47	5.07	7.40	7.21	8.17	7.99	6.66	7.29	9.10	10.69	10.69	15.27
Drug Chains—Actual Sales	7.31	7.41	8.17	7.77	8.22	8.12	8.17	8.47	8.22	8.47	8.47	11.22
Cigar Chains—Actual Sales	6.98	7.45	8.30	7.76	8.53	8.38	7.76	8.07	8.15	8.30	8.30	12.02
Shoe Chains—Actual Sales	5.82	5.76	7.83	8.70	8.70	9.84	7.76	7.36	8.77	8.43	8.70	12.31
Candy Chains—Actual Sales	6.67	7.07	7.93	8.67	8.47	8.13	7.80	8.20	8.13	8.93	8.67	11.33
Ten Cent Chain Stores (Representing 4 Chains)—Total Sales	5.91	6.55	7.49	7.37	7.82	7.80	7.18	7.61	7.95	9.08	8.67	16.57
Restaurant Chains (3 Chains)—Total Sales	8.65	8.12	8.61	8.21	8.33	7.97	7.70	8.24	8.26	8.64	8.31	8.97
<b>Department Stores</b>												
Value of Sales of U. S. Department Stores as a Whole	6.82	6.59	7.98	7.91	8.29	8.06	6.05	6.59	8.22	9.53	9.46	14.50
Value of Stocks of U. S. Department Stores as a Whole	7.62	8.12	8.62	8.70	8.45	7.95	7.70	8.03	8.45	9.21	9.46	7.70
<b>Wholesale Distribution</b>												
Total Sales—9 Lines Listed Below	7.71	8.24	8.77	7.62	7.88	7.44	7.70	9.57	9.65	9.83	8.41	7.17
Groceries—Sales	7.50	7.50	8.38	7.77	8.47	8.56	8.12	9.71	8.83	9.44	8.83	7.68
Meats—Sales	7.80	7.95	7.73	7.73	8.02	8.39	8.31	8.68	9.57	9.20	8.61	8.02
Dry Goods—Sales	8.30	8.69	8.50	6.84	7.32	6.93	7.23	10.74	10.25	9.67	8.79	6.74
Men's Clothing—Sales	6.92	11.65	11.92	6.82	5.19	3.55	6.19	13.47	12.47	11.19	6.01	4.64
Women's Clothing—Sales	8.67	11.73	11.86	7.07	4.67	2.80	6.13	12.40	11.73	13.33	5.07	4.53
Boots and Shoes—Sales	7.96	7.37	9.40	8.38	9.65	6.52	8.30	10.08	9.31	9.14	8.89	5.00
Hardware—Sales	7.34	7.34	8.50	7.97	8.68	8.59	8.06	8.50	8.95	9.67	8.68	7.70
Drugs—Sales	7.80	7.43	8.90	8.31	8.09	7.65	7.51	8.46	8.76	9.86	8.40	8.83
Furniture—Sales	6.59	8.11	9.04	7.43	7.35	7.01	6.59	9.12	10.64	11.06	9.29	7.77

## WHEN TO SELL TO DEPARTMENT STORES

A table for manufacturers and wholesalers showing the percentage of purchases in various lines made by retail department stores for each month of the year. These percentages represent the average of a group of large department stores located nationally and reporting to the *Dry Goods Economist* through whose courtesy this table is here reproduced. Obviously, this table

will prove of great value to manufacturers and wholesalers in that it will enable them to put on their sales and advertising pressure at a time when the retailers are most actively buying.

Table also shows percentage of store volume each line represents. Also number of stock turnovers per year for each line.

Departments	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	% of Store Volume	Stock Turn-over
Art Embroideries.....	6.15	10.08	7.30	8.03	4.21	4.46	5.64	7.54	11.24	12.88	12.64	9.83	2.19	2.3
Bathing Suits.....	6.0	7.46	5.13	3.66	13.30	3.62	8.36	4.23	7.20	14.73	9.89	6.53	.51	4.88
Beds and Bedding.....	6.2	5.7	6.9	6.6	6.3	6.9	8.2	8.7	12.3	14.1	10.5	7.6	1.51	3.54
Blankets.....	6.1	8.2	7.12	6.4	4.77	6.51	4.05	10.83	13.94	10.31	11.58	10.19	1.31	3.04
Books.....	6.16	6.93	7.75	5.62	4.33	4.17	4.59	5.75	11.58	15.89	15.83	11.4	1.00	3.2
Boys' Clothing.....	4.37	8.16	13.66	8.51	6.21	6.61	3.30	10.61	14.00	11.71	8.16	4.70	1.65	2.43
Chinaware.....	6.63	7.66	10.02	7.23	7.57	5.99	6.27	5.66	9.87	10.65	12.42	10.03	1.40	1.67
Coats (Women's).....	4.72	8.70	12.40	11.27	4.55	1.30	3.72	11.56	11.76	16.57	10.52	2.87	5.50	6.25
Corsets.....	6.68	9.86	11.17	9.03	9.71	7.6	7.35	7.78	9.48	8.41	7.29	5.64	1.64	2.98
Draperies.....	4.5	9.6	12.0	9.6	8.3	5.4	5.3	7.5	11.6	11.0	9.3	5.9	3.44	2.22
Dresses (Women's).....	6.62	9.48	10.20	9.64	10.31	8.55	4.40	8.16	11.80	11.48	5.73	4.63	5.23	6.64
Linoleums.....	4.61	9.0	11.21	10.16	9.36	7.68	6.88	8.63	6.54	11.62	7.89	6.42	1.6	2.36
Furniture.....	7.52	8.71	9.42	8.00	6.30	5.10	8.10	7.65	9.90	9.10	11.85	8.31	5.73	2.62
Furs (Women's).....	2.37	1.53	1.72	2.19	1.02	1.02	16.0	19.9	13.9	16.08	14.83	9.44	1.4	3.56
Gloves.....	4.6	9.66	10.85	6.72	3.74	1.88	1.55	6.56	13.22	15.46	16.66	9.10	1.7	2.63
Handkerchiefs.....	2.5	5.53	7.07	5.34	3.76	4.97	3.55	5.62	8.55	22.18	20.69	10.24	1.17	2.9
Hosiery.....	5.35	7.77	8.33	8.42	7.41	8.40	7.43	7.14	8.02	10.27	11.32	10.14	4.40	4.49
Housefurnishings.....	4.76	9.05	10.92	10.29	9.75	7.83	6.63	6.13	8.00	11.05	10.13	5.46	3.42	2.38
House Dresses.....	7.30	9.12	9.01	8.13	9.60	10.40	6.19	6.60	9.13	10.20	7.40	6.92	1.5	4.99
Infants' Wear.....	3.83	8.78	12.01	8.50	6.7	5.07	3.93	9.72	12.50	13.47	9.59	5.9	2.06	3.52
Jewelry.....	4.02	8.35	7.35	7.30	7.20	5.10	5.70	5.80	9.14	11.90	15.82	12.32	1.4	2.5
Knit Underwear.....	6.41	8.86	10.17	6.88	6.36	6.93	4.39	8.27	11.19	9.91	12.02	8.67	1.37	2.6
Laces, Trimmings, Embroidery.....	5.87	10.80	10.51	8.33	9.86	7.94	3.73	8.09	9.84	9.46	10.92	4.65	1.14	1.72
Leather Goods.....	4.23	7.02	7.80	6.91	5.71	6.67	5.57	5.74	10.45	13.10	15.62	11.18	1.59	3.53
Linens.....	8.85	8.32	9.65	7.02	5.39	4.92	4.91	6.49	10.60	12.75	10.52	10.67	2.39	2.46
Linings.....	7.29	9.50	8.17	8.86	8.58	7.19	3.99	8.91	11.24	10.91	9.85	5.51	0.73	2.82
Luggage.....	4.36	6.07	9.33	6.03	8.67	6.89	7.66	9.61	10.92	10.27	11.13	9.07	2.36	3.05
Men's Furnishings.....	4.70	6.78	9.54	7.49	6.24	7.22	5.56	6.60	9.40	11.32	13.53	11.62	4.07	2.93
Millinery.....	5.32	11.18	12.23	10.15	8.04	5.27	4.32	11.63	12.44	9.6	5.23	4.09	3.15	9.22
Muslin Underwear.....	7.54	7.77	8.24	8.97	7.84	9.20	6.40	6.14	8.56	8.85	11.41	9.08	2.30	3.78
Perfume, Toilet Goods.....	5.94	8.10	8.49	7.48	6.30	7.38	6.94	7.48	8.67	10.42	13.62	9.18	2.43	3.90
Ribbons.....	6.04	9.20	9.16	8.24	7.32	7.97	6.45	5.77	8.55	9.58	12.59	9.13	0.61	2.09
Rugs and Carpets.....	6.15	9.25	10.50	10.45	8.46	7.16	7.26	5.86	9.49	9.58	9.60	6.30	3.17	1.78
Shoes.....	5.3	7.83	10.5	10.55	7.64	6.24	4.1	8.76	11.35	13.41	8.67	5.67	4.12	2.64
Silks, Velvets.....	6.62	11.68	12.18	11.32	8.98	8.92	5.37	7.62	9.52	8.03	5.32	4.44	5.55	3.97
Silverware.....	3.87	7.22	7.16	5.80	5.62	5.10	4.5	6.25	11.68	17.09	14.5	11.21	0.9	2.64
Skirts.....	7.51	14.88	18.65	8.25	12.88	12.19	6.22	3.28	6.03	4.62	2.24	3.25	0.27	3.07
Stationery.....	5.15	6.23	6.24	5.13	4.73	4.24	3.16	6.14	11.46	16.26	17.75	13.51	0.25	2.78
Suits (Women's).....	8.57	19.60	30.02	11.72	4.88	1.68	1.33	7.37	7.15	4.91	1.37	1.4	3.46	4.41
Sweaters.....	7.12	9.07	10.55	7.22	6.31	8.30	5.52	5.37	10.64	14.42	7.46	8.02	0.80	4.82
Toys.....	2.09	2.27	5.21	3.71	3.08	2.66	3.70	5.49	13.93	18.35	27.10	12.41	1.32	2.76
Trimmings.....	6.50	13.42	8.13	7.79	7.87	4.85	3.49	6.64	13.84	10.67	11.11	5.69	1.02	2.05
Umbrellas.....	3.12	8.11	8.8	7.99	4.08	6.05	6.23	8.10	9.62	8.24	13.73	15.93	0.56	4.88
Veilings.....	6.06	13.71	11.44	8.76	6.95	5.83	4.19	6.13	6.39	8.42	12.52	9.6	0.74	2.38
Waists.....	8.11	13.56	13.86	10.05	11.03	8.08	5.02	5.19	8.06	7.67	6.07	3.30	0.42	4.05
Wash Fabrics.....	9.08	12.00	11.76	10.75	9.40	13.07	5.82	5.11	6.00	6.74	5.75	4.52	2.63	3.83
Women's Neckwear.....	5.50	7.93	9.37	10.33	7.53	6.16	4.44	4.18	7.39	9.97	12.19	15.01	1.38	4.94
Woolen Fabrics.....	12.10	12.07	10.66	5.17	2.26	2.8	2.54	11.5	14.56	13.6	8.34	4.5	1.47	2.09
Store Totals.....	6.25	9.35	10.47	8.46	7.01	6.09	5.45	7.68	10.55	11.50	9.75	7.54	100.0	3.25

## What Is Your Question?

See pages 109, 110, 111, 112

for detailed index classified by lines of business, commodities, geographical divisions and topics, making it possible to find an answer to every practical question about Markets and Media, both domestic and foreign.



# MARKET SURVEYS MADE BY NEWSPAPERS

(Arranged Alphabetically by Sales—Available Upon Request to Publishers)

**PHOENIX, ARIZ.** A standard market survey of Phoenix, the Salt River Valley and the city's suburban trading area may be obtained from its publishers, the *Phoenix Republican*. Further statistical data about Phoenix may be gleaned from the *Gold Bond*, a handbook published by the Chamber of Commerce. This gives a complete index to the buying power of the trading territory.

**FORT SMITH, ARK.** The *Times-Record* and *Southwest American* have published a market analysis of a general nature, including information on area size, proximity to retail centers, buying power, income status, etc.

**BERKELEY, CAL.** The Greater Berkeley Year Book, issued by the *Gazette*, will be available to those interested in this market about October 1. This is the most important survey of Berkeley and its surrounding vicinity and will give detailed facts about industry and commerce. Facts about Berkeley have been issued in tabloid form by the Chamber of Commerce, and other information is printed on the back of a map showing the *Gazette* circulation.

**CHICO, CAL.** The *Chico Record*: co-operation extended national advertisers including: arranging displays, surveys and data compiled, interviewing merchants for new advertisers.

**GLENDALE, CAL.** In addition to the ANPA standard market survey form, the *Glendale News-Press* offers to national advertisers a survey of the coffee industry in Glendale in twenty-five retail outlets, and a flour survey among twenty retail outlets.

**LONG BEACH, CAL.** A number of market surveys and special investigations have been made by the *Long Beach Press-Telegram*. They cover grocery and drug products and automobile oils and gasoline.

**LOS ANGELES, CAL.** Facts about Los Angeles are given in tabloid form in a booklet explaining the merchandising services of the *Los Angeles Examiner*. The merchandising department makes studies of various products, including trade surveys, special investigations and market analyses and data. Portfolio route lists, a trade paper, and distribution of advertising material are among other services rendered. "Merchandising Data on the Los Angeles Market," published by the *Los Angeles Times* contains data on the annual purchasing power, types of dwellings, retail outlets and proportion of persons and families to retail outlets. Also this data book contains information on thirty-two classifications, arranged by cities and towns, of retail outlets for the surrounding area. A complete merchandising service is maintained by the paper. The *Illustrated Daily News* has available a market analysis which includes data on wealth factors, make-up of population and other market data.

**OROVILLE, CAL.** *Mercury-Register*: co-operation extended national advertisers including notifying trade of coming campaign, personal contact with merchants, market surveys and data compiled, interviewing merchants for new advertisers, etc.

**SAN FRANCISCO, CAL.** The *Chronicle* has a merchandising service department

doing research work in conjunction with a sales promotion service assisting the retail trade in making the most of national advertising campaigns. Special surveys are made when requested. The *Chronicle* contributes information to the 100,000 Group, to be published in their Year Book. Surveys on toilet requisites, grocery products, automobiles, and drug products are among those which the *San Francisco Examiner* has available. A complete merchandising service, including maps and route books, calls on trade, dealer publicity, pictorial service, portfolios and market information, is maintained by this paper.

**DENVER, COLO.** A number of surveys, covering various subjects, have been made by the *Denver Post*, which finds that, instead of printing these, it is more satisfactory to provide those requesting surveys with new material, covering the exact information desired.

**PUEBLO, COLO.** ANPA survey contains useful information about the trading area surrounding Pueblo, from Kansas to the Denver area. The *Pueblo Chieftain* will also cooperate with advertisers by mailing broadsides to retailers, sending lists of retail firms to agencies, furnishing route guides, obtaining tie-ups and making special surveys of the local market.

**BRIDGEPORT, CONN.** *Times-Star* has published a market analysis of a general nature, including information on area size, proximity to retail centers, buying power, income status, etc.

**WATERBURY, CONN.** A twenty-four-page booklet, published by the *Waterbury Republican and American*, deals thoroughly with its market. Illustration makes this booklet of still greater value. The survey contains numerous tables, showing the growth of banks, growth of the market, in a general index to prosperity. Jobbers are listed and the number of retail outlets tabulated, with the note that complete lists in any classification will be furnished advertisers upon request. The survey was based on 2,626 interviews. The three factors of importance to the merchandiser; size of buying group; intensity of acceptance for the medium and purchasing power and buying activity are shown in graphic charts. The booklet also contains a qualitative analysis of the two newspapers and gives information on the merchandising cooperation offered.

**WASHINGTON, D. C.** *Washington Times*: Working sales maps and dealer data for Washington and trading area built on same basic plan as New York and Chicago working sales manuals. Permanent merchandising department to lend assistance to advertisers who use *Washington Times*. Merchandising service flexible to render service best fitted to meet local conditions pertaining to specific manufacturers.

**JACKSONVILLE, FLA.** The *Times-Union* has available a market analysis which includes data on wealth factors, make-up of population and other market data.

**BOISE, IDAHO.** The *Idaho Statesman* has published a market analysis of a general nature, including information on area size, proximity to retail centers, buying power, income status, etc.

**AURORA, ILL.** A record of consump-

tion is contained in a market summary issued by the *Aurora Beacon News*. This little summary, vest pocket size, also includes retail outlets in and near Aurora, wholesale houses and a population breakdown by nationalities, listing of industries, employment, wealth, etc.

**BELLEVIEW, ILL.** The *Daily Advocate* has issued an informative booklet containing practically everything an advertiser would want to know about Belleville. This book stresses the fact that Belleville is the "Industrial Center of Centers."

**CAIRO, ILL.** The *Cairo Evening Citizen* has two leaflets describing Cairo with maps showing the rich Mississippi Valley trading area. Statistics about population, number of families, wired homes, automobiles, etc., are given.

**CHICAGO, ILL.** *Evening American*: A working manual for sales control of the Chicago market and other market areas. A permanent merchandising department in cooperation with national advertisers using the *Evening American* in dealer contact work, making surveys and other services of help to national advertisers.

One of the most interesting statistical studies made public this year is an analysis of the residential population within the corporate limits of the City of Chicago, headed "Solving the Disappearance of Half a Million People."

This study, which was made by the *Chicago Herald and Examiner*, takes issue with the U. S. Census Bureau's method of computing the number of families, on the basis that it terms as families any group of persons living together as one household (hotels, institutions, lodging houses, flop houses, etc.), as well as actual family units. This method results in an average "census family" of 4.1 persons.

**PEORIA, ILL.** The *Journal-Transcript* has available a number of surveys on various products, among which are grocery, drug and cigarette studies. These surveys show brands handled, consumer preference, etc.

**SPRINGFIELD, ILL.** The *Illinois State Journal* will make extensive surveys and special investigations into various fields for the benefit of national advertisers. They have available reports of studies on scouring cleansers, motor oil, flavoring extracts, macaroni, ginger ale, cigars, paper cups, etc., showing distribution and consumer preferences. Also a market study on motor oils and registrations of automobiles in the *Journal* trading area.

**EVANSVILLE, IND.** A twelve-page booklet, published by the *Evansville Courier-Journal*, shows Evansville to be the center of a Tri-state market, embracing part of Indiana, Kentucky and Illinois.

**INDIANAPOLIS, IND.** A twenty-four-page word picture of the seventy-five-mile radius surrounding Indianapolis, entitled "The Indianapolis Radius," has been published by the *Indianapolis News*. Among other facts it shows that Indiana is: Eleventh in population in the United States, eleventh in population density to the square mile; has agricultural products totaling \$500,000,000 annually, mineral products of \$135,000,000, manufactured products of \$400,000,000, and a tourist traffic spending nearly \$60,000,000 a year.

(Continued on page 96)



## MARKET SURVEYS MADE BY NEWSPAPERS—(Continued)

CEDAR RAPIDS, IA. Besides a standard market survey, the *Gazette and Republican* issues two monthly bulletins, distributed to druggists and grocers, showing the coming month's national advertising schedules.

SHENANDOAH, IOWA. A trading area with a population of 45,000 has been surveyed by the *Shenandoah Evening Sentinel*.

VINTON, IOWA. The heart of the Cedar Valley corn belt has been analyzed by the *Cedar Valley Daily Times*, of Vinton, and the results given in a survey.

WICHITA, KANS. The *Daily Times and Record News* issued a leaflet briefly describing the Wichita market and its coverage by the above newspapers.

NEW ORLEANS, LA. "The New Orleans Market and the Medium," a forty-five-page booklet issued by the *New Orleans Times-Picayune*, gives detailed information about the trading area and the paper. Maps augment the study and population and standard of living, buying power, employment, etc., are included. The market area is defined by the ABC and numerous authorities are given to prove the point.

BALTIMORE, MD. That the true Baltimore market is Baltimore city itself, is proven in a survey showing the value of concentrated circulation, made by the *Baltimore Post*. The *News* and *Sunday American* have sales maps and dealer data for Baltimore and trading area and a permanent merchandising department to lend assistance to advertisers.

CUMBERLAND, MD. A trading territory with a population of 150,000 is analyzed in a market survey made by the *Cumberland Times*.

BOSTON, MASS. The 1929 edition of "Selling Automobiles in New England" published annually by the *Boston Globe* is available. This booklet contains numerous charts and maps which would prove of great value to manufacturer, distributor and dealer. A key map shows the distribution centers of the New England States, and individual maps of the states show the populations by counties. Passenger car sales in six price classes are listed for 1928 and new commercial car sales are also given. These figures are further broken down into states. "Reaching Buying Power in the Boston Market," also published by the *Globe*, is a market analysis of Boston and its trading area. For convenience, the population has been broken down into three groups, and the buying power indicated by car ownership. *Boston American and Sunday Advertiser*: Working sales maps and dealer data for Boston and trading area. Merchandising department. Two thousand five hundred newsracks distributed throughout Boston at important locations. National advertisers given poster service on these newsracks for period of one week. Martha Lee, food and household economist service, model kitchen, cooking school, etc.

CAMBRIDGE, MASS. *Evening Journal* has published a market analysis of a general nature, including information on area size, proximity to retail centers, buying power, income status, etc.

EVERETT, MASS. The *Evening News* has available a market analysis which includes data on wealth factors, make-up of population and other market data.

LAWRENCE, MASS. The *Telegram and Sun* has published a market analysis of a general nature, including information on area size, proximity to retail centers, buying power, income status, etc.

LYNN, MASS. The *Telegram-News* has available a market analysis which includes data on wealth factors, make-up of population and other market data.

SPRINGFIELD, MASS. The usual policy of the Springfield newspapers is to make surveys as the occasion demands. This organization, however, has a number of surveys available at present, among which are ones on bread, coffee, cleansers, dental creams, felt hats, ginger ale, golf equipment, oil burners, insecticides, malt, mayonnaise, spaghetti, tea and underwear.

DETROIT, MICH. Inquiries from national advertisers, wishing detailed information on the Detroit market, are welcomed by the *Detroit Times*, which maintains a merchandising department for the purpose of making surveys.

KANSAS CITY, MO. Distribution by states, analysis of Kansas City circulation and distribution in the seven surrounding states is included in a book of circulation data compiled by the *Kansas City Star*. The *Star* will also furnish, upon request, surveys of the market, and special investigations. Route lists and portfolios are furnished as aids to salesmen and expert window decorators will install displays at a nominal cost.

ST. LOUIS, MO. The annual issue of "Information about St. Louis" and a reader survey of the St. Louis market contain all salient information about this market. They may be obtained from the *St. Louis Post-Dispatch*, which has also made numerous surveys on various articles, among which are ones on automobiles, radios, electrical appliances and drug and grocery products. Survey of newspaper advertising space used by department stores in St. Louis in 1928. (*St. Louis Post-Dispatch*)

GREAT FALLS, MONT. The *Tribune and Leader* has published a market analysis of a general nature, including information on area size, proximity to retail centers, buying power, income status, etc.

RENO, NEV. The *Nevada State Journal* has available a market analysis which includes data on wealth factors, make-up of population and other market data.

CAMDEN, N. J. A forty-four-page market study has been made by the *Evening Courier and Morning Post*, showing the South Jersey market broken down into six zones. All the necessary information for each zone divides this booklet into six parts.

ELIZABETH, N. J. All basic information on Elizabeth and the towns within the trading area is contained in a twenty-two page market study, published by the *Elizabeth Daily Journal*. The booklet also includes retail outlet counts, broken down into zones, as well as information on all jobbers in the territory.

PERTH AMBOY, N. J. Besides general information, the retail trading area is carefully defined and a complete count of retailers in the primary trading zone and information on all jobbers is given in a market study, financed by the *Perth Amboy Evening News*, and published by *Harley's Newspaper Markets*.

ALBANY, N. Y. *Albany Times-Union*

has working sales maps and dealer data. Permanent merchandising department to lend assistance to advertisers. Broad-sides to trade.

NEW YORK, N. Y. *New York Evening Journal*: "An exhaustive marketing visualization of the New York selling area, planned and written for the actual working use of sales and advertising executives," says the descriptive foreword in a huge volume recently completed by the merchandising department of the *New York Evening Journal*. Working sales control manual of the New York market, broken down into sales districts. Route lists that are routed according to the breakdown by blocks of Greater New York that will be furnished to any national advertisers using the *New York Journal*. A permanent merchandising department that is in a position to render adequately a comprehensive merchandising service in dealer contacts, etc., for national advertisers.

ROCHESTER, N. Y. *Rochester Journal and Sunday American*: Working sales maps and dealer data and permanent merchandising department. Newsrack service (similar to *Boston American*), 250 distributed throughout Rochester. Posters on sides of delivery trucks. Monthly trade paper, printing of broadsides, merchandise display window.

SCHENECTADY, N. Y. The *Gazette* has available a market analysis showing wealth factors, make-up of population and other data.

SYRACUSE, N. Y. *Journal and Sunday American*: Sales maps and dealer data. Broad-sides to trade. Monthly trade paper.

WHITE PLAINS, N. Y. Merchandise outlets, classified according to trades, are listed in "Reference and Information," a survey published by the *White Plains Daily Reporter*.

WINSTON-SALEM, N. C. Several descriptive pamphlets, showing the importance of Winston-Salem as an industrial center have been issued by the *Journal and Sentinel*, which also have available qualitative analyses of the newspapers.

CANTON, OHIO. Market surveys and special investigations are made by the *Canton Daily News* upon request.

DOVER, OHIO. The *Daily Reporter* has a market survey of general information, including data on area, buying power, income status, etc.

LIMA, OHIO. Facts and figures of Lima and northwestern Ohio have been compiled by the *Lima News*. Leading industries, population facts, wealth, retail outlets and other information has been prepared in a convenient eight-page form.

TOLEDO, OHIO. The Toledo market at a glance is furnished in a broadside published by the *Toledo Blade*. By using four small maps, this broadside shows the telephones, electric meters, water meters and gas meters in the Toledo boundary.

MUSKOGEE, OKLA. A survey of the Muskogee market on the ANPA form has recently been compiled by the *Muskogee Daily Phoenix* and *Times-Democrat*.

OKLAHOMA CITY, OKLA. The *Oklahoma* and *Times* will furnish their 1928 market book, "Oklahoma City and Its Market," upon request. They also have an ANPA survey.

## MARKET SURVEYS MADE BY NEWSPAPERS—(Continued)

**TULSA, OKLA.** "Tulsa and Its Magic Empire" contains eighty-five pages of information about this trading center. The book is replete with statistics depicting Tulsa and its tributary territory. It also contains a number of useful maps. Merchandising cooperation offered by the *Tulsa World*, which published the book, is outlined in the last chapter. Recently completed surveys, made by the *Tulsa Tribune*, should prove of interest to drug and food products advertisers. These surveys show the demand and distribution of national brands of drugs and foods.

**PORTLAND, ORE.** Vaguely reminiscent of the earlier pieces of newspaper promotion despite its extremely modern dress is the latest brochure from the *Oregon Journal* called "Portland—the Key City." The absence of statistics (as such) is a refreshing note through which this brochure has in no way suffered. Thoroughly and tastefully interlarded with fine supporting photographs of the Columbia country and of Portland city, it tells about the five markets within a market that constitute Portland's trade, it describes Portland's trade channels, Portland's local retail market, its homes, its industrial and financial influence, all in this same easy reading style. And then it goes (for two brief pages) into the statistics prescribed by the Standard Market Survey Form of the ANPA Bureau of Advertising, finishing with a very brief and to-the-point pair of pages on the part the *Oregon Journal* has played and is playing in this highly important five-way market.

**SALEM, ORE.** *Statesman*: Cooperation extended national advertisers, including surveys and data compiled, personal contact with merchants, notifying trade of coming campaign, etc.

**ALLENTOWN, PA.** A general and industrial survey of Allentown and its vicinity has been compiled by the Chamber of Commerce and is presented with the compliments of the *Allentown Chronicle and News*. The survey, while it concentrates on industrial rather than trading information, contains much of value to potential advertisers, and the Chamber of Commerce states that more detailed information can be supplied to those interested.

**JOHNSTOWN, PA.** The *Democrat* has available a market analysis showing wealth factors, make-up of population and other data.

**PITTSBURGH, PA.** A comprehensive study of the Pittsburgh market containing sixty-nine pages of data, has been published by the *Pittsburgh Sun-Telegraph*. Detailed statistics of population, buying power and other economic factors take up one section of this large booklet. Retail sales volumes have been broken down into commodities and outlets and the Pittsburgh market is given four zones. A comparison with Chicago shows that Pittsburgh holds its ground as the fifth largest market in the United States.

**SCRANTON, PA.** The *Sun* has a market survey of general information, including data on area, buying power, income status, etc.

**WILKES-BARRE, PA.** The *Record* has available a market analysis showing wealth factors, make-up of population and other data.

**YORK, PA.** The *Dispatch* has a market survey of general information, including data on area, buying power, income status, etc.

**CLARKSVILLE, TENN.** The *Leaf Chronicle* has available a market analysis showing wealth factors, make-up of population and other data.

**NASHVILLE, TENN.** The *Banner* has a market survey of general information, including data on area, buying power, income status, etc.

**BEAUMONT, TEX.** The *Beaumont Enterprise and Journal* are among the cooperative newspapers making surveys for national advertisers.

**DALLAS, TEX.** Seven studies of Dallas and the Southwest, made by the industrial department of the Chamber of Commerce, have been bound into one volume, covering every phase of Dallas and its surrounding territory. The volume published by Industrial Dallas, Inc., contains two studies devoted to the market, one on the Southwest and one on Dallas, also industrial data, the Texas corporation laws, two promotional studies of Dallas and ends with a large market map of the Southwest. "A Six Billion Dollar Market," market analysis of the Southwest states of Texas, Arkansas, Oklahoma and Louisiana, contains comparative material of great value to the national advertiser. "Dallas—Distribution Center" contains complete analysis of retail outlets by counties, grouped according to distance from Dallas.

**OGDEN, UTAH.** The *Standard Examiner* has a market survey of general information, including data on area, buying power, income status, etc.

**CLARKSBURG, VA.** The *Exponent and Telegram* has available for national advertisers a circular describing its market and trading area and giving interesting and helpful data about population, buying power, wholesale and retail outlets, etc.

**DANVILLE, VA.** Salient facts about the Danville market are given in a folder issued by the *Danville Register and Bee*; but more detailed information is included in an industrial survey of the city and county, as well as of the most important surrounding towns and their counties.

**FREDERICKSBURG, VA.** Facts about distribution, industries and population are given in a market analysis of the Valley of the Rappahannock made by the *Fredricksburg Free Lance-Star*.

**HARRISONBURG, VA.** Location, population, buying power and retail outlets are outlined in a survey of the Harrisonburg trade area by the *Harrisonburg Daily News Record*.

**WINCHESTER, VA.** Useful information about the Shenandoah Valley are given in a survey made by the *Winchester Daily Star*.

**ABERDEEN, WASH.** *World*: Cooperation with national advertisers includes notifying trade of coming campaign, contact with merchants, arranging for displays, surveys and data, assistance to territory men.

**KELSO, WASH.** *Daily Tribune*: Cooperates by notifying trade, contacting merchants, arranging for displays, compiling surveys and data, assisting sales.

**SEATTLE, WASH.** The annual report of merchandising service rendered by the *Seattle Post-Intelligencer* not only shows just how this paper cooperates with its advertisers, but also gives listings of all

trade surveys and special investigations made, as well as lists of individual services. It will show the national advertiser how to obtain the special services which he may desire.

**MILWAUKEE, WIS.** Six useful surveys, which give a complete picture of the Milwaukee market and cooperation offered by the *Milwaukee Journal* have been published by that paper. An eight-page ANPA survey gives general information about the trading area. The 1929 edition of the "Consumer Analysis of the Greater Milwaukee Market" gives the merchandiser a comprehensive view of buying habits. This exhaustive booklet gives the total number of units sold, percentage of users, number of brands, and percentage of retailers, together with the number of brands each carries, compared with other years. Perhaps the most useful of the surveys is the exhaustive merchandising analysis. Included in a mass of data on population, giving breakdown in races and nationalities, suburban statistics, and occupations of wage earners, are a number of suggestions for advertisers planning expansion programs in this market. The present economic and social conditions in the Milwaukee zone are analyzed; various trends in marketing are outlined in this report. The remaining three booklets give yearly advertising volume, circulation distribution and services rendered to advertisers. The *Wisconsin News* has available for those interested, three booklets analyzing the newspaper and its circulation and coverage of the Milwaukee market. In one survey can be found a breakdown of Milwaukee population into groups according to their buying power. Another report outlines the radio trade in that territory and the influence exerted by the *News* along radio lines. The third booklet is a qualitative analysis of the newspaper.

**THE NEGRO FIELD.** Information on a market with a buying power estimated at \$5,000,000,000 is given in "The Negro Field," issued by the W. B. Ziff Company of New York and Chicago. The Negro Field is principally an advertisers' handbook to publications, rates and mechanical requirements, listing the leading of the 400 Negro publications. Detailed population figures are also given, showing the twenty-four cities having a Negro population of over 30,000; listing the ninety-one towns and settlements dominated by Negroes, giving the total Negro population by states and the percentage of Negro population in each state and further breaking down the population by listing, according to states, every town in which there are more than 2,000 Negroes. Negro wealth is indicated by number of businesses, number of homes owned and number of farms operated, as well as Negro employment, insurance statistics, banks, etc.

**100,000 GROUP.** For the past several years it has been the custom of the 100,000 Group of American Cities (newspapers in cities of 100,000 and over population), to publish at \$10 a book of distribution statistics. This year's (1929) edition is bound in fabrikoid and contains 606 pages. Among other data to be found in this book are the number of wholesalers and retailers in about thirty types of business, by towns of 1,000 and over in states, based on R. L. Polk & Company figures.



## MARKET SURVEYS MADE BY MAGAZINES

(Copies Available Upon Request to Publisher)

**AERONAUTICS.** Various surveys covering the aeronautical field as it pertains to the sportsman and business man, the general public and those directly in the industry have been issued for distribution among national advertisers and agents.

**THE AMERICAN BOY.** This magazine has on hand survey material pointing out the market offered by American boys for automobile, tooth paste, fountain pens, sporting goods, clothing and haberdashery, musical instruments, shoes, etc. "Man Size" is a booklet designed to give a comprehensive picture of the market reached by the *American Boy*. Also miscellaneous analyses such as incomes of families represented by the *American Boy* subscribers and study of duplication of magazine circulation.

**AMERICAN GIRL SURVEY.** A study recently made by Anne Wilde (advertising manager) of *The American Girl Magazine* reveals a combination of enthusiastic loyalty and real influence on adults.

An adroitly worded letter and questionnaire brought better than a 44 per cent return (that's loyalty), of which over 40 per cent answered about twenty-five questions intelligently and completely.

**AMERICAN HOME MAGAZINE PUBLISHERS.** "Guide by Counties to Retail Outlets in the United States," a work that can be most effectively used similarly to the 100,000 Group Book by those who plot their sales and advertising appropriations by areas made up of county units. The price of this book is \$2.

Fortunately, R. L. Polk data has also been used for this study, making it doubly usable with the 100,000 Group Book. Whereas there are half a dozen classifications omitted from the AHMP study that appear in the 100,000 Group tables, a comparison shows that those omitted are primarily the types of article that are distributed only in the big cities.

**ROY BARNHILL, INC.** From time to time, these college publishers' representatives can furnish national advertisers with surveys made by various college papers, and dealing principally with the quantity of dollars spent by college students on miscellaneous things.

**BOYS' LIFE.** This magazine has made various investigations in the market offered by the Boy Scouts to various industries. The surveys cover the following fields: automobile, aviation, football, moving pictures and projectors, sports and personal health, etc. National advertisers can usually obtain information relative to the Boy Scout market in specific pamphlet form for the product in question, or in their general book, "Boys' Life—An Advertising Medium."

**COLLEGE HUMOR.** "An Approach to the College Market," which includes a survey of four fraternities and three sororities, gives valuable information on this market composed of 5,000,000 college students. This study shows how *College Humor* covers the college market, giving statistics on a reader questionnaire, and a list of colleges covered by the questionnaire. A statistical chart of the educational field by states is also included in the book. College comic magazines are listed, and the cost of advertising in these eighty-six established publications gives the study additional value.

**CROWELL PUBLISHING CO.** "By Far the Best from an Art Man's Point of View." The results of a survey made by the Bureau of Business Research, New York University, to determine which magazine in the women's field is making the most effective use of modern art and typography. "Woman's Influence in 418 Drug Stores Sales."

**CURTIS PUBLISHING COMPANY.** "Leading Advertisers—1929," showing advertising investments of manufacturers spending \$20,000 and over in thirty-seven leading national publications in 1928, appears this year in a more condensed form. Slightly larger in page size than the 1928 edition, it contains only 200 pages, as compared with nearly 400 in 1928. Much of the saving is apparently in the changed arrangement of the figures on specific types of product—and in the fact that the usual year-by-year comparison of individual expenditures has been eliminated.

**DOUBLEDAY, DORAN & Co., INC.** "1928 Residential Building Construction," compiled by the Research Service Department of the *American Home and Country Life* from figures furnished by the F. W. Dodge Corporation.

**THE HOUSEHOLD MAGAZINE.** National advertisers interested in the family market will find invaluable information in certain specific surveys conducted by this magazine. "A Study of Living Conditions in 428 Household Magazine Homes" is the result of a thorough investigation in 428 subscribing families. Replies to questionnaires have been compiled in this book showing the standards of living among readers, variety of home equipment, makes of cars in use, sewing and washing machines, etc. "Modern Conveniences in Small Town America" is another booklet of great merit. In it is a summary of the distribution of the various modern conveniences in the homes of small midwestern towns. "An Automobile Market Analysis" is an interesting survey resulting from investigation in the automobile field. Descriptive maps show percents of increase or decrease of sales in 1927 as compared to 1923, 1924 and 1925. Other charts indicate the trend in sales of various makes of automobiles by sizes of towns. Another section of this book shows magazine advertising expenditures compared with automobile registrations. In addition to the above material is a very exceptional survey on soap, entitled "A Study of Soaps Used in Small Town Homes."

**INTERNATIONAL MAGAZINE COMPANY, INC.** Marketing Map of the United States: Result of ten years' of study into the determination of the 640 principal trading centers of the United States and the urban places within their respective trading areas without relation to political boundary lines.

The Local Strength of Magazine Advertising by Cities and Trading Areas: A study showing the circulation of 15 leading magazines in 640 principal trading centers and a total of 3,000 cities arranged according to trading areas. County composition of each trading area is given.

Market Atlas: Includes marketing maps of each state and certain statistical data by places, arranged by trading areas. State sales quotas and trading area quotas. (Issued by *Cosmopolitan*)

Merchandising Atlas of the United States: A book containing a great deal of marketing data, sales quotas and detailed information on principal trading centers and urban places in their trading areas. (Issued by *Good Housekeeping*)

Jobbing Maps of the United States: Five trades—grocery, drug, hardware, electrical and dry goods. All of these maps have as a background the 640 principal trading centers of the country and among these are indicated the places which are jobbing points in the respective trades.

An Important Business Triangle. The buying of space, the filling of space, the merchandising of space. (Issued by *Cosmopolitan*)

"Paint—The Clothing of Inanimate Objects." A survey of the paint industry.

"Small Electrical Appliances—A Spotlight on the Big Market for These Products."

*Cosmopolitan* in the Suburbs: South Orange, N. J.; Glencoe, Ill.; Highland Park, Ill.: A field investigation in these three suburbs to determine the character of *Cosmopolitan* readers and their buying power.

The Story of *Good Housekeeping* Institute: A record of 20 years' service to the homes of America.

Summer Resort Study: A study of the primary and secondary resort places in the United States, accompanied by certain statistical market data.

A Hard and Soft Water Map of the United States: Showing the character of water by states and cities according to four degrees of hardness.

**MCCALL'S MAGAZINE.** Circulation by Retail Shopping Areas—A survey of the distribution of population and circulation of six women's magazines in the 683 major retail shopping areas of the United States. Thirty-five pages and six maps. "A Nation on Wheels" (36 pp.). A story of the retail store activities of two mail-order houses. "Change," a book of charts showing the four-year record of food advertising in *McCall's Magazine* and the changes that such a record indicates. Circulation by Counties of Six Leading Women's Magazines.

**THE PARENTS' MAGAZINE.** A research among the children's world has been conducted by the above magazine and will prove helpful to national advertisers.

**PEOPLE'S POPULAR MONTHLY.** A survey has been made by this magazine among its subscribers, covering 15,000 or more homes in the small towns. Results to questionnaires have been compiled and can be secured upon request.

**PHYSICAL CULTURE.** This magazine has exceptional merchandising facilities and surveys that will prove most interesting and useful to any manufacturer desiring specific information about the buying power of its readers and the advertising lineage of the magazine. Just recently it has issued a series of charts and graphs about its readers, showing: income of readers, their dominant health interest, occupations, their location with reference to the country's seventy-two major trading areas, their interest in the purchase of children's goods, food, home equipment, etc.

(Continued on page 100)

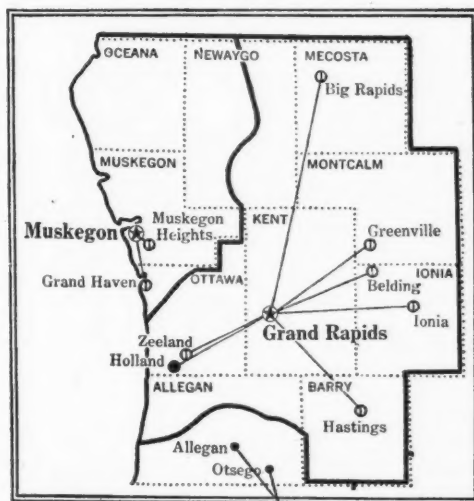


# FOR THE FIRST TIME ~

## A TRADING AREA KEY TO MARKET STATISTICS

**Data Are Available By Counties  
BUT—County Lines Mean  
Nothing in Consumer Buying Habits**

### Grand Rapids and Muskegon, Michigan Trading Areas



COUNTY COMPOSITION OF TRADING AREA

#### Grand Rapids Area

Allegan 40%  
(60% in Kalamazoo)  
Barry  
Ionia  
Mecosta

Montcalm  
Newaygo 40%  
(60% in Muskegon)  
Ottawa 80%  
(20% in Muskegon)

#### Muskegon Area

Muskegon  
Newaygo 60%  
(40% in Grand Rapids)

Oceana  
Ottawa 20%  
(80% in Grand Rapids)

**I**NFORMATION on a county basis must be adjusted to fit buying conditions as they actually exist in order to provide an accurate system of sales control.

The International Magazine Company, Inc. offers its Trading Area System of Market Analysis as the most effective instrument in sales control because it most closely conforms to consumer buying habits.

In the 1929 edition of the International Magazine Company marketing book — to be issued in November — will be supplied the means of translating vital facts affecting marketing opportunity, heretofore provided only on a county basis, into a practical

and tested system which follows normal trends of buying.

Artificial political boundaries are severed by accurate determination of true trading area lines — buying power indices are provided not only for trading areas but for all urban communities — descriptive data characterizing individual cities and measuring their sales potential are for the first time assembled, with a new form of marketing map, in this volume.

This book will be available upon publication through the representatives of Cosmopolitan and Good Housekeeping in the following offices:

### MARKETING DIVISION

## INTERNATIONAL MAGAZINE Co.

F. K. ANDERSON, *Director*

L. J. McCARTHY, *Associate Director*

A. HEATH ONTHANK, *Western Manager*

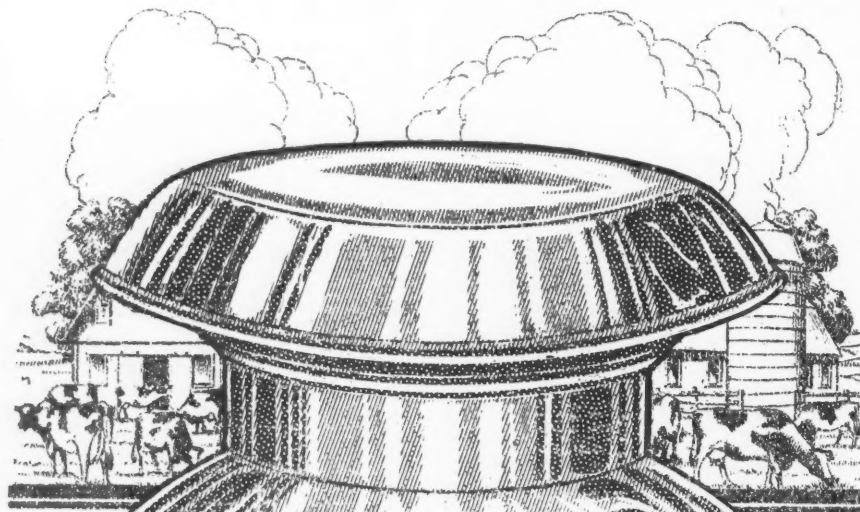
**NEW YORK**  
57th St. & 8th Ave.

**BOSTON**  
Statler Bldg.

**CHICAGO**  
Hearst Bldg.

**DETROIT**  
General Motors Bldg.

**SAN FRANCISCO**  
Hearst Bldg.



## Milk Prices Are High

### Dairy Farmers Prosperous in the "New York City Milk Shed"

New York City is without question the world's greatest milk market. Through the cooperative marketing efforts of the Dairymen's League Cooperative Association, prices in this market have been kept at a high level.

This assures a regular outlet at profitable prices for the milk producers of the nearby region, known as "The New York City Milk Shed." Twelve regular monthly checks, plus a thirteenth adjustment check in mid-summer, assure a steady flow of purchasing power.

There is only ONE paper through which these Eastern dairy farmers can be reached without waste or duplication. And that is the paper which they themselves publish and subscribe for—the Dairymen's League News.

This farmer-owned paper appeals to every member of the family on the dairy farm. It is an appropriate medium for any product used on the dairy farm, or in the dairy farm home.

Because its entire circulation is compressed within a comparatively small area, the Dairymen's League News is especially adapted for introducing new products.

We will be pleased to answer questions and discuss merchandising and advertising problems involved in a campaign intended to appeal to the dairy farm families of the "New York City Milk Shed."

**DAIRYMEN'S**  
*League*  
**NEWS**



NEW YORK—11 W. 42nd St.  
W. A. SCHREYER, Bus. Mgr.  
Phone Pennsylvania 4760

CHICAGO—10 S. LaSalle St.  
JOHN D. ROSS  
Phone State 3652

**"The Dairy Paper of  
The New York City Milk Shed"**

## MARKET SURVEYS MADE BY FARM PAPERS

(Copies Available Upon Request to Publisher)

THE CORN BELT FARM DAILIES (including *Daily Drovers' Journal*, Chicago; *Daily Journal Stockman*, Omaha; *Daily Drovers' Telegram*, Kansas City, and *Daily Live Stock Reporter*, St. Louis). Investigations in the Corn Belt District. An illustrated booklet describes the vastness of the live stock industry in that section. Maps depict production area for cattle, hogs, sheep and figures give the percentage of market animals bred. In addition, specific surveys may be obtained, as follows: "An Investigation on the Use of Fertilizers among Subscribers," "Summary of Radio Ownership," "Investigations on Cream Separators," etc., etc.

DAIRYMEN'S LEAGUE NEWS. This publication has a Merchandising Bureau which is in a position to furnish accurate information in regard to the farm market, with particular stress on the dairy country of the East. Individual surveys will be made covering the subjects in which merchandisers may be interested.

THE DAKOTA FARMER. Various investigations in the Dakota trading area. Data concerning hardware, machinery, furniture, groceries, department stores, etc., has been tabulated and will be willingly duplicated for manufacturers interested in a systematic plan for increasing sales in the Dakotas.

THE FARMER'S WIFE. This magazine, catering exclusively to farm women, has made extensive jobber analyses in the latter part of 1928 and during 1929. These surveys cover clocks, pancake flour, baby powder, sheets, stationery, syrup, hosiery, underwear, malted milk powders, cereals, etc. A study of population has also been made outlining the farm wom-

## MARKET SURVEYS MADE BY MAGAZINES—(Cont.)

TRUE STORY MAGAZINE. To any advertiser who wants to get a good, broad-gauged, close-up view of the great host of American families at home, the merchandising material supplied by *True Story* to national advertisers will be found highly beneficial. American families are not like they used to be. The war has changed everything. To get the present-day facts about this present-day family market has been made the object of many surveys by *True Story*, most of which any national advertiser may obtain on request. There are: "The New Housewives' Market," an imposing, carefully prepared and exceptional presentation of facts showing that the wage earners represent 86 per cent of the buyers in America today. The "New Family Market" is a fifty-four-page book that tells about *True Story* readers, who they are and where they live. The third book is "What *True Story* Means to Business Profits."

WOMEN'S PRESS. Individual surveys of the product and the market are made by the *Women's Press*, at the request of advertisers in that publication, in the field covered by the Y. W. C. A.

### MARKET SURVEYS MADE BY FARM PAPERS—(Cont.)

en's buying power. This book also gives a description of the *Farmer's Wife* important services for jobbers and manufacturers.

**FARMER AND FARM, STOCK & HOME.** This publication issues an attractive brochure entitled "Farm Facts and Figures" which gives pertinent facts in regard to the farm market in Minnesota, North Dakota and South Dakota. The booklet contains a detailed breakdown by counties of the value of farm property, livestock, implements and machinery, poultry; in addition to a tabulation of the number of bushels of grain and cereals produced. Other material which indicates sales possibilities in these states is included.

**KANSAS FARMER.** "1929 Kansas Analyzed" is a sixty-three-page booklet issued by the *Kansas Farmer*, containing very interesting facts and figures on the Kansas farm market. This survey is attractively done and presents to the sales executive a great number of descriptive charts on Kansas farms, value of farm property, value of farm buildings, cultivated acreage, summaries of the wheat, corn, oats production, hay crops, etc. The importance of livestock, poultry and dairy industry is effectively brought out. Automobile and tractor analyses show Kansas to rank high in the use of tractors, combines, motor cars, etc.

**THE INDIANA FARMERS' GUIDE.** A fifty-page tabulation of all a farmer wants to know about Indiana has been compiled by the *Farmers' Guide*. This booklet is entitled "Farm Facts and Figures for Indiana." In it the national advertiser will find county tabulations designed to furnish an unbiased and reliable picture of the sales potentialities of the rich Indiana field. Figures have been compiled according to statistics from the 1925 United States Census of Agriculture. A supplementary graphical survey of buying power in the Indiana farm market will prove of value to advertisers and others interested in this productive section of the Corn Belt.

**THE MEREDITH PUBLISHING CO.** (publishers of *Successful Farming*, *The Dairy Farmer* and *Better Homes and Gardens*)—Effects of the Development of Mail-Order House Retail Stores on Trade; Toilet Goods Used by Successful Farming Subscribers; An Analysis of Farm Tenancy and of Farmers' Frame of Mind in Five Corn Belt States—by County Agricultural Agents; A Study of the Farm Market for Tires; Types of Living-Room Furniture Preferred by Better Homes and Gardens Subscribers and the Extent to which these Buyers Are Interested in Colored Kitchen Equipment; A Study of Magazine Preferences of Readers; Home Sewing in the Homes of Successful Farming Subscribers; Clocks in *Better Homes and Gardens* Subscribers' Homes; Farm Use of Tire Chains; Pancake Flour and Syrups Used by Successful Farming Subscribers; Silverware in Homes of Successful Farming Subscribers; Disinfectants Used by Successful Farming Subscribers; Consumer Preference for Furniture Polish.

**THE MICHIGAN FARMER.** This paper has issued for the use of national advertisers a thirty-four-page booklet, printed in colors and exceptionally well done. Every page is alive with interesting and helpful data of inestimable value to those desiring to sell the Michigan farming market. The book shows that Michigan

## NORTHWESTERN AGROPOLIS

*from the air!*

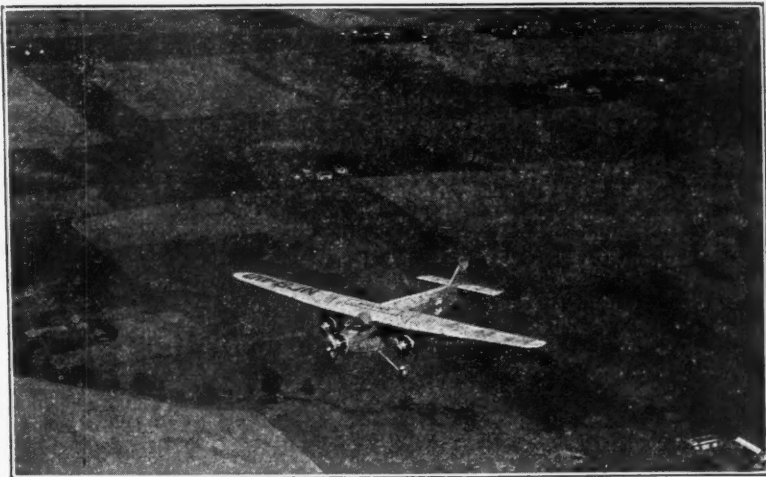


Photo by Quigley, Northwest Airways, Inc.

"I HAVE seen Northwestern Agropolis with my own eyes!"

So writes an enthusiast after an airplane ride from Chicago to St. Paul.

Blocks a mile square—with real homes in every block, trees, open fields—everything that makes life joyous. No "tired business men" in Northwestern Agropolis, but zestful people, with the will to buy life's comforts.

Main streets—broad concrete ribbons running from horizon to horizon. Smaller ones meeting the "Main Street"—all carrying lines of cars to buying centers where the farmers of Northwestern Agropolis spend their money. The letter concludes:

"Let the man who wishes to see a farm community 450 miles long and as wide as the eye can reach, make this flight through Northwestern Agropolis. Let him reflect that he is flying over that greatest of cities (so far as market is concerned), wherein lives 51.2% of the Northwest's population.

You can see it with a plane—you can reach it with one farm paper.

**THE FARMER**  
Farm, Stock & Home

55 E. Tenth Street, St. Paul, Minnesota

Standard Farm Papers, Inc.,  
307 No. Michigan Ave.,  
Chicago, Ill.



Wallace C. Richardson, Inc.,  
250 Park Avenue,  
New York

Member Standard Farm Paper Unit



## Where Milk Checks Come In Every Month

**M**ONEY comes in every month to farmers in Southern Planter Land. For this is the southernmost end of the dairy country that starts in New England and ends in the western Carolinas.

Here a cheese factory is being established—there a plant that condenses milk—over yonder a creamery. Into these plants come the milk or butter-fat and every month there is a pay-day on the farm. Cheese production in Virginia jumped five hundred and sixty-two per cent in 1928.

When any section has a wide diversity of crops, plus a highly profitable dairy industry, such as exists in Southern Planter Land, they are little affected by price fluctuations on any one crop. Often a ten per cent reduction in the price of one crop will not mean one-tenth of one per cent reduction in annual income.

In more than 210,000 of these homes, the Southern Planter is a welcomed visitor. It has more than reader interest. It possesses real reader friendship. **THE SOUTHERN PLANTER**, Richmond, Va. Established 1840. Riddle & Young Co., Special Representatives, Chicago, New York, Kansas City, Atlanta.



*Va-Mar-Car-Home of the Southern Planter*

### MARKET SURVEYS MADE BY FARM PAPERS—(Cont.)

is a state of diversified agriculture and lists its products and their average annual return in dollars. Specific tables show the breakdown by counties of value of all farm property, total farm income, value of farm land and buildings, livestock on farms, eggs produced on farms, chickens raised on farms, dairy products, income from livestock and crops, etc. The farmer's buying power is indicated by charts showing the large percentage of farm owners as compared to tenants, and consequently farm owners are buyers of such items as automobiles, trucks, radios, tractors, telephones, etc. Another interesting piece of work issued by the *Michigan Farmer* is a booklet entitled "Michigan Agricultural Data." This book is replete with information about value of all crops with county maps covering each crop separately and 1925 census figures on all crops.

**THE MISSOURI RURALIST.** This magazine has issued a very interesting booklet entitled "Missouri Analyzed." The purpose of this book is to present to advertisers and agents a detailed analysis of the Missouri farm market and the manner in which the *Missouri Ruralist* serves this rich agricultural area. Detailed information is given about the factors that make Missouri one of the first agricultural markets of the country.

**THE NEBRASKA FARMER.** "Nebraska 1929 Data Book" is a most interesting and well-done piece of work by the *Nebraska Farmer*. In this attractively illustrated booklet, the national advertiser will find an outline of Nebraska as an important farm market. Various charts and county maps define the agricultural, financial and industrial situation of Nebraska at a glance. In addition to a rendition of all the agricultural production of that territory, which is a steady source of income, the book shows the extent of the poultry industry and the large percentage of animals bred. A great increase is shown in the use of motor cars, tractors, and modern farm implements in this section. Nebraska farmers are shown to be up-to-date and susceptible to progress.

**THE OHIO FARMER.** "The Ohio Farm Market" is a very interesting and comprehensive analysis of the farm market in Ohio. Very valuable data has been compiled to show the national advertiser the important place Ohio has held in American agriculture. Figures are taken from the 1925 farm census to indicate the value of farm land, buildings, implements and machinery; automobiles and trucks by counties, tractors, etc. The cattle, livestock, poultry and dairy industries are also analyzed.

In addition to this valuable booklet, the Ohio farmer makes specific surveys on various commodities. One of these surveys, "Coffee in Ohio," is an interesting study of the farm market for coffee in Ohio.

**THE OKLAHOMA FARMER-STOCKMAN.** "In Oklahoma," the 1929 year book of the *Farmer-Stockman*, is crammed with facts and figures about the rich and productive Oklahoma farm market, compiled in great part by the United States Department of Agriculture, the Oklahoma State Board of Agriculture and the Oklahoma State Highway Department. Various color charts accurately depict the farming situation in rural Oklahoma, in giving breakdown by counties of crop production, such as cotton, wheat, corn, and the steady increase in the poultry

industry. Indicative of buying power is the census of automobiles, trucks and tractors, classified by makes and broken down by counties. The importance of the livestock breeding and of the dairy industry in Oklahoma is also emphasized.

**THE PACIFIC NORTHWEST FARM TRIO**—*Oregon Farmer*, *Washington Farmer* and *Idaho Farmer*. One hundred and ten specific surveys on a number of commodities such as general farm equipment, various farm implements, farm power, orchard, dairy, livestock, poultry, motor cars, trucks, etc., home conveniences, household, etc. Each one of these surveys is a detailed analysis based on replies received to questionnaires sent to representative farmers, fruit growers and stock breeders throughout Washington, Idaho and Oregon. Compilation includes descriptive charts, maps and tabular matter which give the advertiser a very comprehensive idea of the market involved.

**THE PACIFIC RURAL PRESS.** Statistical matter covering the electrical and automotive field in the California farm market. Figures are given on the variety of electrical appliances used in farms.

**THE PENNSYLVANIA FARMER.** A very attractive booklet entitled "The Garden Spot of the East," gives all sorts of data about the Pennsylvania farm market. Descriptive charts by counties give at a glance the value of all farm property, land and buildings, implements and machinery, livestock and poultry, dairy products, and income from crops. Figures also show the amount of time used for agricultural purposes. Another section of the book gives a bird's-eye view of the New Jersey farm market. 1925 census figures for New Jersey, Maryland and Delaware give estimates on value of all livestock, beef cattle, poultry and swine, dairy products and eggs, and dairy cattle.

**PIERCE FARM WEEKLY.** 1928 automobile and tire advertising in farm papers.

**SOUTHERN AGRICULTURIST.** This paper has available for national advertisers several surveys consisting of broadsides showing dairying in the South by counties, major jobbing centers of the South by counties, automobile owners in the South, and a booklet containing helpful statistics showing by counties the number of farms, number of farm owners, value of all farm property and average values per farm. County seats and other important towns are also listed.

**STANDARD POULTRY JOURNAL.** This paper has made a survey of its subscribers and gives standards of living among readers in Missouri. A summary is given on automobiles, tires, tractors, trucks, electricity and water systems, commercial feeds, milk, oyster shell, and modern equipment installed in the farms.

**THE STANDARD FARM PAPERS.** Published two years ago a very exhaustive analysis of the farm market, under the title of "The Other Half of America's Market." The *Progressive Farmer* and *Farm Woman* have issued a market book entitled "The South Comes into Its Own." This book analyzes the Southern farmer's standards of living, which are equal if not superior to the city dweller. Great emphasis is given to the modern farms of North Carolina, Mississippi, Georgia, Texas and other states. The extent of modern electrical implements used on Southern farms is considered unsurpassed.

## MARKET SURVEYS MADE BY BUSINESS PAPERS

(Copies Available Upon Request to Publisher)

**ATLANTIC FISHERMAN.** This magazine has produced "The Fishing Industry, A Mill That Never Stops Grinding—or Buying," which, while giving all of the important data and statistics on the fishing industry, retains much of the salt and romance of the fisherman's calling. The booklet is appropriately bound in blue and profusely illustrated, and it is only by a few pages in the back that one learns that it is, after all, a piece of promotion. "The mission of this booklet is to acquaint manufacturers . . . with the commercial fisheries as a market hitherto unknown or not seriously considered," says the preface.

**BAKERS' WEEKLY.** The Baking Industry; a market analysis.

**CHEMICAL AND METALLURGICAL ENGINEERING.** "Your Fast Growing Market," is a little brochure showing the progress of the process industries, their localization, the buying influence, use of equipment, and consumption of chemicals. "The Process Industries" explains by charts the place of chemical engineering in industry, and its penetration and the inter-industry movement of some principal raw materials. Reprints from the magazine, a McGraw-Hill publication, showing the value of chemical engineering, are also obtainable. A case book gives twelve instances of the magazine's advertising efficacy. Of the number of important publications issued by this magazine, the one most important is its Twelfth Chemical Exposition number.

**CHILTON CLASS JOURNAL CO.** Progress in automotive wholesale distribution. A compilation of statistical data concerning the problems confronting manufacturers distributing through automotive wholesaling outlets.

**COTTON.** An inclusive index to the "Textile Industry" is given in a book by that name. A series of charts show the progress of the textile industry and a list of materials purchased in this market should prove valuable to manufacturers of machinery and other mill supplies. Charts show who controls the buying and the relative influence of the buying classes. "Twenty-five Years of Southern Textile Progress" has been reprinted from the Twenty-fifth Anniversary issue of this magazine, and contains many interesting facts to those who wish to learn of the textile market.

**CRITCHFIELD & COMPANY.** The 1929 edition of the *Critchfield Digest* is now available. As most advertisers know, it contains much useful data.

**ELECTRICAL MANUFACTURING.** The coverage of this market is outlined by this Gage Publishing Company magazine.

**ELECTRICAL RECORD.** The Gage Publishing Company shows how its publication reaches the electrical market. The Gage Encyclopedia is also of interest to manufacturers in this field and potential advertisers. It contains listings, with complete descriptions of electrical appliances:—refrigerators, washing machines, etc.

**ELECTRICAL WORLD.** "The Census of Central Station Customers by Counties," published by this McGraw-Hill magazine,

is well known and now in its third edition.

**EXCAVATING ENGINEER.** A data sheet, giving all important facts, as well as a circulation classification by occupation. A list of equipment which finds a market in this field is included.

**FACTORY AND INDUSTRIAL MANAGEMENT.** A reference book on mechanical handling for any job plant or industry has been published by *Factory and Industrial Management*. This is a symposium of experiences of various men in the factory field, and includes valuable articles on all types of materials handling. This magazine also issued a booklet for distribution at the National Exposition of Power and Mechanical Engineering, showing power equipment and services of interest to plant managers. Other symposium reprints are also available as well as a four-page booklet, "It Takes More Than a Whispering Campaign to Rectify This."

**FOOD INDUSTRIES.** Interesting statistics on food industries are given in a booklet entitled "Industrial Kitchendom" and issued by this McGraw-Hill publication. Charts show proportion of materials bought, number of wage earners, value of products, etc. "Pinned Down to Facts," "Getting Down to a New Set of Tacks," and other material adds to the picture this magazine draws of the food industry.

**GILLETTE CONSTRUCTION GROUP:** The research department offers a free survey service on potential markets for products designed for the engineering field. Figures are available on trucks and dump bodies; guard rail; concrete mixers; tires, wire mesh fencing, lumber, road machinery, etc. The Gillette Construction Group is *Roads and Streets*, devoted to design, construction and maintenance of roads; *Engineering and Contracting*, specializing in the big-job construction field, and *Municipal News and Water Works*, dealing with all the structures, machines and devices comprising the "plant" with which a modern municipality serves the public.

**JOURNAL OF COMMERCE:** Price study of 50 trade-marked grocery products—butter, cheese, condensed and evaporated milk; cotton goods, cotton small wares; gas and electric fixtures (lamps, lanterns and reflectors); machine tools; other metal-working machinery; optical goods; paints and varnishes, scales and balances; tanning materials, dyestuffs, sizes, etc.; window shades and fixtures; woolen goods and worsted goods.

**THE KELLOG GROUP.** This group of railway publications has compiled statistics from questionnaires, showing the buying power of their market, by radios and automobiles, number of homes owned, sporting preferences. This market covers 650,000 readers.

**KOCH'S LIST OF RAILROAD MAGAZINES.** The following statistical data available: A survey of the wages of the various classes of railroad employees; A survey of the division headquarters and shop centers covering the Baltimore & Ohio,

Union Pacific, Chesapeake & Ohio, Milwaukee, M-K-T, and Santa Fe railroads; A survey covering the railroads requiring inspected watches for section foremen; A survey covering circulation in towns having J. C. Penney stores.

**MANUFACTURER'S RECORD.** The Blue Book of Southern Progress gives a complete picture of every factor of the South. Industrial, agricultural, banking, etc., are covered thoroughly. Production breakdowns are by states, and show the agricultural yield for 1928. The 1929 edition contains 322 pages. The results of a survey of Southern manufacturers and contractor subscribers may also be obtained, as well as a reprint showing the purchasing power of readers.

**MECHANICAL ENGINEERING.** Services of the American Society of Mechanical Engineers are explained in a small booklet.

**NATIONAL ENGINEER.** This magazine issued a supplement for the seventh national exposition of Power and Mechanical Engineering, December, 1928, which gives a list of all exhibitors.

**NATIONAL LAUNDRY JOURNAL.** The Fiftieth Anniversary number of the *National Laundry Journal* gives not only the history of laundering but also contains many facts of interest to manufacturers.

**OIL BULLETIN.** Conducts specific surveys for advertisers, prepares data and offers consultation services.

**POWER.** This McGraw-Hill publication has material showing it is the most read magazine in its field, the survey having been conducted by an entirely disinterested company.

**PUBLIC MANAGEMENT.** This organ of the International City Managers' Association has available a statement covering salient facts about the publication, giving its mechanical requirements, etc.

**QST.** A qualitative analysis of the circulation of this radio organ from amateurs to organizations may be obtained.

**RAILWAY PURCHASES AND STORES.** Maps showing the location of stores for Class I railways are available. These maps show the amount of stock and include every division from general down to signal store. Any assistance necessary on market research or development of railroad sales will be gladly offered.

**THE SHEARS.** The International Convention number of the *Shears* contains much useful general information.

**WALL STREET JOURNAL.** Has available a circulation analysis by states and cities, subscription data, reasons given by subscribers for stopping subscriptions, trend of substitutions and a comparative analysis of advertising lineage in leading New York newspapers. As an indication of the class of advertising, a list of automobile and tire advertisers are given.

**WARM AIR HEATING.** Questions potential advertisers would ask are covered in a publisher's statement, circulation and mechanical data is also given by the Merchandising Publishing Corporation.



## AIRPLANE ROUTES BETWEEN PRINCIPAL AIRPORTS OF THE U. S.

### Including Number of Hours from Point to Point and Fares

As an indication of the increasing importance of air travel, the time table issued by the American Air Transport Association on July 15, 1929, gives daily schedules for 147 airports in the United States, Canada, Cuba and Pan-America. These ports are located on routes covered by 27 air transport companies and their subsidiaries.

The table below shows approximate fares between the largest airports in the United States. Number of hours from point to point includes waiting-time between connections on two or more routes. Where no route is indicated, distance between points is either too short, or time spent awaiting air connections would be too long. In the latter case, it may be possible to travel to the

nearest city by air and make railroad connections.

The two trans-continental systems (Universal Air Rail and Transcontinental Air Transport) include in their schedules hours spent on railroads. Fare is not always quoted on these routes, as the A. A. T. A. time table gives fares only for air portions.

Fares usually include bus service between cities and air fields. Usually, 25 pounds of baggage may be carried free. Further information may be obtained from Air Travel Consolidated Ticket Offices, located in Chicago, Cleveland and several other cities. Acknowledgment is made to Aviation for assistance in the preparation of this table.

(This table is printed only as a matter of information.)

TO	FROM	New York	Chicago	Cleveland	Dallas and Ft. Worth Texas	Kansas City	St. Louis	Detroit	Oklahoma City	San Francisco	Los Angeles
Albany, N. Y.	Ca	\$17-1½ h.	Ual-Cwa	Cwa		Ual-Cwa					
Albuquerque, N. M.	Tat	\$212-42 h.	\$97-12½ h.	\$60-7½ h.		\$154-19 h.					
Atlanta, Ga.	Ca	\$155-16 h.	Tat-Ual			\$83-20¼ h.	Tat			Tat	Wae
Boston, Mass.	Cat	\$35-1¾ h.	\$102-18½ h.			Uhl	\$120-11½ h.			\$154-21¾ h.	\$90-7 h.
Buffalo, N. Y.	Ca-Cwa	\$58-8½ h.	\$62-10 h.	Cwa		Ual	\$55-8 h.			Bs-Ia	Wae-Bs-Ia
Cheyenne, Wyo.	Ual	\$96-8¾ h.	\$37-2¾ h.	\$25-2 h.		Uhl	22¾ h.			\$265-32¾ h.	\$271-33¾ h.
Chicago, Ill.	Ca-Cwa	\$104-14 h.	\$35-3 h.	2¾ h.		Uhl				\$386-64¾ h.	\$386-49¾ h.
Cincinnati, Ohio	Ca-Cwa	\$77-10 h.	\$37-2¾ h.			Uhl					
Cleveland, Ohio	Tat-Saf	\$97-18 h.	\$95-10 h.			Uhl					
Dallas, Tex. and Ft. Worth, Tex.	Tat-Saf-Tf	\$137-37½ h.	\$124-29½ h.			Uhl					
Galveston, Tex. & Houston, Tex.	Ual	\$203-41 h.	\$107-10½ h.			Uhl					
Denver, Colo.	Ca-Cwa-Sal	\$91-16¼ h.	\$30-3½ h.			Uhl					
Detroit, Mich.	Tat	\$62-15 h.	\$22-1¾ h.			Uhl					
Indianapolis, Ind.	Ual	\$123-21 h.	\$56-4 h.			Uhl					
Kansas City, Mo.	Tat	\$351-48 h.	\$233-27 h.			Uhl					
Los Angeles, Cal.	Ca-Cwa-Ual	\$113-12½ h.	Ual			Uhl					
Louisville, Ky.	Ual	\$97-25 h.	\$30-4 h.			Uhl					
Minneapolis, Minn.	Ual	\$48-9 h.				Uhl					
Nashville, Tenn.	Ual	\$67-16 h.				Uhl					
New York, N. Y.	Ual	\$47-4¾ h.				Uhl					
Omaha, Nebr.	Ual	\$172-26 h.				Uhl					
Oklahoma City	Tat-Bs	\$474-58 h.				Uhl					
Portland, Ore.	Ual-Bs	\$58-43½ h.				Uhl					
Reno, Nev.	Ual	\$100-16½ h.				Uhl					
St. Louis, Mo.	Ual-Bs	\$213-39 h.				Uhl					
Salt Lake City, Utah	Tat-Bs	\$397-60 h.				Uhl					
San Francisco, Cal.	Tat-Bs	\$477-60 h.				Uhl					
Seattle, Wash.	Ual	\$153-26 h.				Uhl					
Tulsa, Okla.	Ual	\$25-2¾ h.				Uhl					
Washington, D. C.	Ual	\$141-24 h.				Uhl					
Wichita, Kan.	Ual					Uhl					

#### Abbreviations Used For Names of Air Transport Companies

**Bs**—Boeing System  
**Ca**—Coastal Airways  
**Cat**—Colonial Air Transport  
**Cwa**—Colonial Western Airways  
**Cfs**—Curtis Flying Service  
**Er**—Embry-Riddle

**Ia**—Interstate Airways  
**Mal**—Maddux Air Lines  
**Na**—Northwest Airways  
**Npa**—National Parks Airways  
**Pa**—Pickwick Airways  
**Sa**—Standard Air Lines

**Saf**—Southwest Air Fast Express  
**Sal**—Stout Air Lines  
**Tf**—Texas Air Transport Flying Service  
**Tat**—Transcontinental Air Transport (Air or Air-Rail Service)

**Ual**—Universal Air Lines (Air or Air-Rail Service)  
**Usa**—United States Air Transport  
**Wca**—West Coast Air Transport  
**Wae**—Western Air Express  
**Yca**—Yellow Cab Airways

## AUTOMOBILE OPERATING COSTS PER MILE

ITEMS	Light 4 average cents per mile	Medium 4 average cents per mile	Heavy 4 average cents per mile	Light 6 average cents per mile	Medium 6 average cents per mile	Heavy 6 average cents per mile
1. Gasoline at 20c per gallon.....	1.34	1.14	1.31	1.36	1.52	1.42
2. Oil.....	.25	.17	.16	.18	.20	.17
3. Tires and tubes.....	.60	.65	.70	.75	.80	.90
4. Maintenance.....	1.55	1.90	2.06	1.95	2.14	2.53
5. Depreciation.....	1.25	1.40	1.57	1.74	2.09	2.57
6. License.....	.11	.14	.20	.20	.24	.27
7. Garage at \$4 per month.....	.44	.44	.44	.44	.44	.44
8. Interest at 6%.....	.27	.38	.55	.55	.71	.87
9. Insurance (fire, theft, tornado, liability).....	.21	.20	.21	.21	.26	.28
TOTAL.....	6.02	6.42	7.20	7.38	8.40	9.45
Annual mileage.....	11,000	11,000	11,000	11,000	11,000	11,000
Average miles per gallon gas.....	14.95	17.53	15.29	14.68	13.19	14.02

Automobile Operating Costs Courtesy Dorrance, Sullivan & Co., Inc.



## RAILROAD FARES BETWEEN PRINCIPAL CITIES OF THE U. S.

FROM	TO																				
	Atlanta	Baltimore	Boston	Buffalo	Chicago	Cincinnati	Denver	Detroit	Kansas City	Los Angeles	Milwaukee	Minneapolis	Montreal	New Orleans	New York City	Philadelphia	Pittsburgh	Portland	St. Louis	San Francisco	Washington, D. C.
Albany.....	37.19	11.83	7.23	10.69	29.48	26.37	66.75	20.45	46.01	108.47	32.54	44.13	9.04	48.38	5.13	8.37	19.88	108.08	36.32	108.47	13.26
Atlanta.....	24.80	39.75	32.99	26.72	17.30	55.49	26.67	32.57	92.26	29.78	42.30	45.65	17.78	31.49	28.25	28.48	101.70	22.53	92.26	22.97	
Baltimore.....	24.80	14.96	14.27	27.75	20.28	65.02	21.52	42.57	106.17	30.81	41.40	20.86	41.64	6.70	3.46	10.88	106.35	33.86	106.18	1.44	
Boston.....	39.75	14.96	17.90	36.15	33.04	73.97	27.68	53.24	115.14	39.76	50.80	12.06	56.63	8.15	12.40	24.05	115.30	43.54	115.14	16.40	
Buffalo.....	32.99	14.98	17.90	18.81	15.70	56.08	9.78	35.34	97.80	21.87	33.46	15.96	45.98	15.27	14.98	9.21	97.41	25.65	97.80	15.69	
Chicago.....	26.72	27.75	36.70	18.81	10.26	10.26	37.28	9.81	16.54	80.14	3.06	14.66	32.85	33.76	32.67	29.43	16.88	77.43	10.41	80.14	27.75
Cincinnati.....	17.30	20.28	33.04	15.70	10.26	45.35	9.38	22.43	86.04	13.32	24.92	31.66	30.28	26.98	23.74	11.19	88.86	12.40	86.03	20.14	
Cleveland.....	26.44	15.60	24.45	6.56	12.28	9.15	49.48	5.93	28.74	91.26	15.27	26.86	22.52	39.42	20.52	17.28	4.73	89.85	19.10	91.26	15.60
Denver.....	55.49	65.02	73.97	56.08	37.28	45.35	47.08	22.76	57.48	40.34	32.42	70.12	49.92	69.94	66.70	54.15	49.55	32.96	57.48	65.02	
Detroit.....	26.67	21.52	27.68	9.78	9.81	9.38	47.08	26.34	88.65	12.87	24.46	23.04	39.65	25.58	23.20	10.65	88.41	17.76	88.65	21.52	
El Paso.....	55.70	76.52	90.16	72.27	54.92	59.02	33.24	64.78	38.61	32.22	58.20	56.68	87.42	42.52	83.21	79.97	68.86	79.10	46.62	55.26	75.08
Galveston.....	33.71	57.10	71.02	56.81	41.59	41.99	41.51	51.38	29.02	69.93	44.63	47.09	71.79	15.43	63.80	60.56	53.18	91.06	31.17	72.68	55.66
Helena.....	78.51	82.76	91.71	73.82	53.58	65.27	32.76	64.82	46.85	60.60	58.07	38.91	87.86	67.02	87.68	84.44	71.88	27.05	55.98	53.72	82.76
Houston.....	31.93	55.32	69.24	55.04	39.81	40.22	39.60	26.94	68.15	42.86	45.02	60.19	13.65	62.02	58.78	51.40	89.15	51.40	70.90	53.88	
Indianapolis.....	20.46	24.09	34.67	16.78	6.62	3.95	41.82	9.58	18.90	82.51	9.68	21.27	32.62	31.47	29.18	25.94	13.38	85.22	8.87	82.51	24.09
Kansas City.....	32.57	42.57	53.24	35.34	16.54	22.43	22.76	26.34	63.60	19.60	17.90	49.38	31.80	48.06	44.82	32.27	71.24	10.04	63.60	42.57	
Los Angeles.....	94.80	106.17	117.84	98.76	80.14	86.03	57.48	89.94	63.60	83.20	76.67	112.98	77.14	111.66	108.42	95.88	40.88	73.64	17.04	106.17	
Louisville.....	16.28	24.59	37.90	20.01	10.80	4.31	43.10	13.68	20.18	83.78	13.86	25.46	35.97	27.88	31.29	28.05	15.50	89.31	10.14	88.78	23.72
Memphis.....	15.12	35.01	48.98	33.70	19.58	36.52	40.54	26.85	17.62	77.14	22.64	32.22	49.66	14.19	41.75	38.51	29.19	88.85	11.79	77.14	33.57
Milwaukee.....	29.78	30.81	39.76	21.87	3.06	13.32	40.34	12.87	19.60	83.20	13.00	35.91	36.82	35.73	32.49	19.94	77.34	13.47	83.20	30.81	
Minneapolis.....	41.39	42.40	51.35	33.46	14.66	24.92	32.42	24.46	16.08	76.67	12.04	43.02	46.41	47.32	44.08	31.53	65.31	21.04	76.67	42.40	
Mobile.....	12.74	37.15	51.45	42.76	31.47	27.06	54.40	36.44	31.48	82.18	34.53	45.35	58.72	5.04	44.22	40.98	38.25	102.71	24.32	82.18	35.71
Montreal.....	45.65	20.86	12.04	15.96	32.85	31.66	70.12	23.04	49.38	108.02	35.91	43.04	.....	57.06	14.16	17.44	25.17	106.83	40.88	108.02	22.30
New Orleans.....	17.78	41.64	54.65	45.98	33.76	30.28	49.92	39.65	31.80	77.14	36.82	46.41	61.94	.....	48.38	45.14	41.46	99.47	25.37	77.14	40.20
New York.....	31.49	6.70	8.26	14.38	32.67	26.98	69.94	25.58	48.06	111.67	35.73	47.32	14.16	48.38	.....	3.24	15.80	111.27	38.03	111.67	8.14
Ogden.....	73.45	81.50	90.45	72.56	53.75	63.32	23.88	65.56	44.06	43.02	58.13	48.89	86.60	68.88	86.42	83.18	70.62	30.65	50.92	36.24	81.50
Oklahoma City.....	32.84	51.33	63.06	45.17	28.88	31.92	27.47	37.29	13.66	66.45	32.99	30.41	60.33	27.23	57.56	54.32	41.76	80.25	19.53	66.60	51.33
Philadelphia.....	28.25	3.46	10.33	14.98	29.43	23.74	66.70	23.20	44.82	108.43	32.49	44.08	17.40	45.14	3.24	12.56	108.03	34.79	108.43	4.90	
Pittsburgh.....	28.48	10.88	24.05	9.21	16.88	11.19	54.15	10.65	32.27	95.88	19.94	31.53	10.84	41.46	15.82	12.58	95.48	22.24	95.88	10.88	
Portland, Me.....	43.48	18.69	3.92	21.81	40.06	36.95	77.88	.....	57.15	118.11	43.12	53.62	10.08	59.51	11.99	15.41	27.74	119.21	53.38	118.11	30.32
Portland, Ore.....	101.70	106.35	115.29	97.23	77.43	88.86	49.55	88.41	71.24	44.00	77.34	65.31	111.45	98.87	111.27	108.03	95.48	.....	79.17	26.96	106.35
Providence.....	38.16	13.38	1.59	17.86	36.33	33.22	73.94	27.64	52.86	115.14	39.72	50.98	13.68	55.56	6.68	9.92	22.47	115.26	43.17	115.14	14.81
Richmond, Va.....	19.50	5.64	20.60	19.89	31.16	20.90	66.23	26.86	43.31	106.18	34.22	45.81	26.54	37.55	11.80	9.10	15.08	107.76	33.28	106.18	4.20
St. Louis.....	22.53	32.54	43.54	25.65	10.41	12.40	32.96	20.21	10.34	73.64	13.47	20.74	40.80	25.37	38.03	34.79	79.17	.....	73.64	32.54	
San Antonio.....	38.78	61.19	75.11	58.96	43.74	44.17	37.06	53.52	28.35	66.60	46.78	46.42	74.12	21.24	67.89	64.65	55.32	88.61	33.32	66.60	59.75
San Francisco.....	94.80	106.17	117.84	98.76	80.14	86.03	57.48	89.94	63.60	83.20	76.67	112.98	79.68	111.66	108.42	95.87	26.96	73.64	.....	106.17	
Seattle.....	105.06	106.35	115.29	97.23	77.43	88.86	56.21	88.41	74.52	50.58	74.83	62.78	106.83	105.52	111.27	108.03	95.48	6.58	83.66	33.54	106.17
Springfield.....	36.33	11.54	3.54	14.36	33.16	30.05	70.37	24.14	49.70	112.16	36.22	47.81	10.98	52.06	4.84	8.08	20.63	111.76	40.00	112.16	12.98
Tampa, Fla.....	17.94	37.44	52.40	51.69	46.54	37.12	73.20	46.49	50.28	106.35	49.60	60.90	58.34	29.69	43.83	40.90	46.88	120.69	41.52	104.05	36.01
Toledo.....	24.60	20.12	28.29	10.42	8.42	7.31	45.69	2.07	24.95	87.40	11.48	23.07	26.31	37.59	24.38	21.14	8.58	87.02	15.92	87.40	20.12
Washington.....	22.97	1.44	16.40	15.71	27.75	20.14	65.02	21.52	42.57	106.18	30.81	42.40	22.44	40.24	8.14	4.90	11.81	106.35	33.64	106.18	.....

## AUTOMOBILE MILEAGE BETWEEN PRINCIPAL CITIES OF THE U. S.

TO	FROM																												
Atlanta, Ga.	Birmingham, Ala.	Boston, Mass.	Chicago, Ill.	Cincinnati, Ohio	Dallas, Texas	Denver, Colo.	Detroit, Mich.	Houston, Texas	Indianapolis, Ind.	Kansas City, Mo.	Los Angeles, Cal.	Memphis, Tenn.	Milwaukee, Wisc.	Minneapolis, Minn.	New Orleans, La.	New York, N. Y.	Omaha, Nebr.	Philadelphia, Pa.	Pittsburgh, Pa.	Portland, Ore.	St. Louis, Mo.	St. Paul, Minn.	Salt Lake City, Utah	San Francisco, Cal.	Seattle, Wash.	Toledo, Ohio	Washington, D. C.		
Atlanta, Ga.....	168	1211	795	533	892	1600	807	905	600	925	2428	447	888	1272	550	975	1162	879	818	3019	655	1263	2152	2837	3152	747	733		
Birmingham, Ala.....	168	1291	715	542	724	1554	806	737	518	797	2260	279	808	1192	382	1055	1034	959	827	2937	573	1183	2093	2669	3070	746	813		
Boston, Mass.....	1211	1291	1040	917	1989	2188	753	2028	995	1508	3398	1513	1133	1517	1673	236	1553	332	632	3446	1238	1508	2665	3481	3420	784	478		
Buffalo, N. Y.....	980	989	477	563	447	1490	1711	276	1621	496	1009	2899	1014	656	1040	1371	394	1076	406	233	2969	739	1031	2188	3043	707	419		
Chattanooga, Tenn.....	128	166	1125	669	405	875	1631	679	903	472	797	2426	356	762	1146	548	889	1034	793	690	2891	527	1137	2024	3024	619	647		
Chicago, Ill.....	795	715	1040	.....	305	1049	1148	278	1180	195	515	2458	566	93	477	959	888	513	794	492	2406	298	488	1625	2421	2380	256	736	
Cincinnati, O.....	533	542	917	305	.....	1104	1298	274	1235	110	623	2513	591	398	782	924	681	720	587	285	2613	353	773	1850	2666	2746	214	498	
Cleveland, O.....	791	800	666	368	258	1301	1516	178	1432	307	820	2710	825	461	845	1218	594	881	440	138	2774	550	836	1993	2809	2748	118	382	
Dallas, Texas.....	892	724	1989	1049	1104	.....	863	1281	268	994	543	1536	519	1142	1062	580	1753	780	1659	1357	2332	751	1053	1369	1945	2465	1222	1564	
Denver, Colo.....	1600	1554	2188	1148	1298	863	.....	1426	1120	1188	675	1254	1275	1158	1017	1443	1947	635	1853	1551	1419	945	1026	552	1368	1552	1404	1758	
Des Moines, Ia.....	1024	942	1403	363	596	770	785	641	1038	486	227	2039	707	373	290	1100	1251	150	1157	855	2043	369	283	1262	2078	2176	619	1099	
Detroit, Mich.....	807	806	753	278	274	1281	1426	.....	1412	287	800	2690	805	371	755	1198	668	791	604	302	2684	530	746	1903	2719	2658	60	546	
Helena, Mont.....	2464	2382	2737	1697	2002	1732	869	1975	1989	1892	1539	1316	2057	1578	1220	2312	2585	1302	2491	2189	785	1809	1229	538	1356	683	1953	2433	
Houston, Texas.....	905	737	2028	1180	1235	268	1120	1412	.....	1125	811	1677	650	1273	1330	414	1792	1048	1696	1488	2589	882	1321	1626	2086	2722	1353	1555	
Indianapolis, Ind.....	600	518	995	195	110	994	1188	287	1125	.....	513	2403	518	288	672	911	759	610	665	363	2503	243	663	1740	2556	2636	228	570	
Jacksonville, Fla.....	344	502	1367	1139	877	1128	944	1151	968	944	1299	2664	781	1232	1616	554	1131	1536	1035	1075	3363	999	1607	2496	3073	3496	1091	889	
Kansas City, Mo.....	925	97	1508	515	623	543	675	800	811	513	.....	1929	518	608	519	958	1272	237	1178	876	2094	270	510	1227	2043	2227	741	1083	
Los Angeles, Cal.....	2428	2260	3398	2458	2513	1536	1254	2690	1677	2403	1929	.....	2055	2551	2271	2091	3162	1889	3068	2766	1069	2160	2280	778	409	1268	2631	2973	
Louisville, Ky.....	484	402	1057	311	140	970	1215	403	1101	116	540	2430	451	404	788	784	821	777	727	425	2634	270	779	1767	2583	2767	344	366	
Memphis, Tenn.....	447	279	1513	566	591	519	1275	805	650	518	2055	.....	659	993	442	1277	755	1183	881	2764	338	984	1801	2464	2745	746	1007		
Milwaukee, Wisc.....	888	808	1133	93	938	1142	1158	371	1273	288	608	2551	.....	358	1052	981	523	887	585	2463	391	349	1635	2451	2261	349	829		
Minneapolis, Minn.....	1272	1192	1517	477	782	1062	1017	755	1330	672	519	2271	993	358	.....	1386	1365	400	1271	969	2005	655	9	1512	2328	1093	733	1213	
New Orleans, La.....	550	382	1673	959	924	580	1443	1198	414	91	958	2091	444	1052	1386	.....	1431	1195	1341	1209	2912	782	1377	1949	2500	3045	1139	1195	
New York, N. Y.....	975	1055	236	888	681	1753	1947	668	1792	759	1272	3162	1277	1881	1365	1437	.....	1401	96	396	3288	1002	1356	2499	3329	3268	638	242	
Oklahoma City.....	1005	837	1827	887	942	224	717	1119	508	832	406	1571	558	980	925	804	1591	643	1497	1195	2206	589	916	1243	1980	2339	1060	1402	
Omaha, Nebr.....	1162	1034	1553	513	720	780	635	791	1048	610	237	1889	755	523	400	1199	1401	.....	1307	1005	1893	495	391	1112	1928	2026	769	1249	
Philadelphia, Pa.....	879	959	332	794	587	1659	1853	604	1696	665	1178	3068	1183	887	1271	1341	96	1307	.....	302	3020	988	1262	2405	3235	3174	544	146	
Pittsburgh, Pa.....	818	827	632	442	285	1357	1551	302	1488	363	876	2766	881	585	969	1209	396	1005	302	.....	2898	606	960	2103	2933	2872	242	244	
Portland, Ore.....	3019	2937	3446	2406	2613	2332	1419	2684	2589	2503	2094	1060	2764	2363	2005	2912	3288	1893	3200	2898	.....	2364	2014	963	718	199	2662	3142	
Richmond, Va.....	615	798	598	856	578	1522	1854	666	1518	697	1179	3041	1048	949	1333	1129	362	1324	266	352	3200	909	1324	2406	3222	3333	604	120	
St. Louis, Mo.....	655	573	1238	298	353	751	945	530	882	342	270	2156	338	391	655	782	1002	495	908	606	2364	.....	646	1497	2313	2497	471	813	
Salt Lake City.....	2152	2093	2665	1625	1850	1369	552	1903	1626	1740	1227	778	1801	1635	1512	1949	2119	2411	2105	2103	963	1497	1521	.....	816	10	16	1881	2310
San Antonio, Tex.....	1127	959	2250	1348	1403	299	1040	1580	222	1293	842	1455	818	1441	1361	636	2014	1079	1995	1710	2524	1050	1352	1547	1864	2643	1521	1172	
San Francisco, Cal.....	2837	2669	3481	2441	2666	1949	1368	2719	2086	2556	2043	409	2464	2451	2328	2500	3329	1928	3335	2933	718	2313	2337	816	.....	917	2697	3177	
Spokane, Wash.....	2815	2687	3088	2048	2353	2288	1220	2326	2340	2243	1890	1376	2408	1929	1571	2868	2936	1653	2842	2540	434	21	0	1580	919	1063	1508	2304	2784
Washington, D. C.....	733	813	478	736	498	1564	1758	546	1550	570	1083	2973	1007	829	1213	1195	242	1249	146	244	3142	813	1204	2310	3177	3116	486	.....	

## Assistant Buyers for the American Home



Your national advertising probably reaches the mothers of over a quarter of a million Girl Scouts.

Why not make doubly sure of selling these mothers by enlisting the aid of the Girl Scouts in The American Girl Magazine?

Eighty per cent of the Girl Scouts go to high school. Their training in cooking, sewing, house cleaning, health, laundering and out-of-door sports, make them, and thousands like-minded girls who read The American Girl Magazine, especially re-

sponsive to products advertised in The American Girl.

And because of this training, the Girl Scouts opinion is respected in the home. Her suggestions are taken. She is an "Assistant Buyer for the American Home."

Sell the Girl Scouts as many prominent advertisers are now doing by using The American Girl Magazine. At \$235 a page, twelve pages in The American Girl will cost you less than a half page in one of the bigger national periodicals.

### Announcing New Rate Adjustment

\$300 per page—effective Jan. 1st, 1930

All orders placed before October 1st will enjoy old rate thru next year to August 1st, 1930. Current rates based on guaranteed Net Paid A. B. C. circulation of 49,000. New rate based on guaranteed Net Paid A. B. C. Circulation of 60,000.

# The American Girl

*The Magazine for all Girls*

Published by THE GIRL SCOUTS, INC.

670 Lexington Avenue, NEW YORK

NATHANIEL A. JONES, Advertising Manager

#### PHILADELPHIA

Harry E. Hyde  
548 Drexel Bldg.

#### CHICAGO

Powers & Stone, Inc.  
1st Nat. Bank Bldg.

#### PASADENA

Hallett E. Cole  
1459 N. Catalina Ave.

## V

# ADVERTISING APPROPRIATIONS

## HOW THEY ARE DIVIDED AMONG MEDIA

### Lineage of National Advertisers in the Newspapers

**T**HIS section is devoted to the advertising appropriation in general and what part of it is invested in particular groups of media and what part of it goes to particular publications.

It begins with the report of an extensive research conducted for the purpose of discovering how the pennies that make up the advertising dollar are distributed. The results are shown by colored charts and figures in the pages immediately following.

Below this report will be found an actual count of the lineage taken in 1928 by 2,364 national advertisers in the 367 newspapers of the 77 largest cities. The count was made by Media Records, which conducted the compilation for this book. Nothing of the sort had ever appeared before. It is a first long step toward the goal of such advertising records for newspapers as are kept for the magazines, and it should go far to fill a much-felt want.

Classified by 60 trades, these scores tell many stories of hot competition in the large markets among close rivals in their own lines, and reveal vividly the competition for popular favor among industries themselves. But their value is more practical than it is dramatic. They disclose the measure of confidence felt by keen judges in the markets they are attacking, as well as in the newspapers they use. By means of the facts here furnished every director of advertising and every manager of sales can gauge the efforts he is making in sales promotion by the record of efforts of others in his own or kindred lines.

Provided with this information and similar information about advertising in the magazines, also to be found in this section, boards of directors and executive heads can make their appropriations for advertising with enlarged understanding of the problems before them. To no small extent, indeed, these records remove an element of guesswork from business—from the business of publishers as well as from the business of their customers—for they help to chart regions of the seas of advertising that have hitherto been little known. Nothing has contributed more to the success and stability of the magazines than the full records and analyses of advertising

expenditures on their pages. The same sort of records should be equally helpful to the newspapers. The estimates of national advertising expenditures in the newspapers which were published by the Bureau of Advertising of the American Newspaper Publishers' Association from 1923 to 1926 were directed to this end and made a good start. Their withdrawal from publication in 1927 and 1928 left a large void which is now happily more than filled by the very comprehensive figures herewith presented.

Those who prefer dollar expenditures to lineage measurement of advertising will have no difficulty in converting advertising lineage into money. All they have to do is to reckon the average national rate of the newspapers, whose rates are given in the Media section of this book, and multiply it by volume.

Comparative records of newspaper advertising in total lineage by cities and by individual papers, as far as such data are available, are published in succeeding pages.

There also will be found the comparative records of magazine advertising by magazine classes, by individual magazines and by industries. Similar records are given for national farm publications and for the national radio broadcast networks.

There are no complete figures of the sum of advertising expenditures in all media. Estimates run all the way from 1½ to 2 billion dollars. Professor Neil H. Borden of the Harvard Graduate School of Business Administration offers these estimates for 1927 in the Hoover Committee Report of Recent Economic Changes: Newspapers, \$690,000,000; magazines, \$210,000,000; business papers, \$75,000,000; direct advertising, \$400,000,000; outdoor advertising, \$75,000,000; street car cards, \$20,000,000; radio broadcast, \$7,000,000; premium, program, and directory advertising, \$25,000,000; total, \$1,502,000,000.

As far as publications are concerned these estimates are reasonably near the known facts, and there was no material change in them for 1928. There is no reason to challenge the figures for business papers, outdoor advertising, or radio broadcast by national networks. Of the other figures little of a definite character is known.



## HOW THE ADVERTISING DOLLAR IS SPENT —

By Industry..... See Charts  
By Company..... See Tables

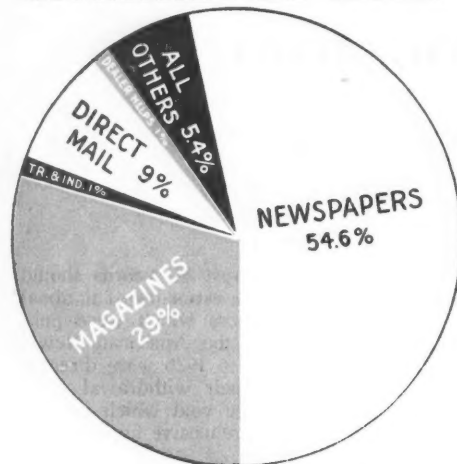
### AUTOMOBILE ACCESSORIES



Average Annual  
Advertising Appropriation  
\$495,733

Manufacturers Reporting	% of Adv. to Sales	% Newspapers	% Magazines	% Farm Papers	% Trade and Ind. Papers	% Outdoor Advertising	% Direct Mail	% Dealer Helps	% Directories	% Novelties	% Eng. and Art Work	% Administration	% Miscellaneous
Auto. Accessories....	5	20	35	5	5	.....	9	19	.5	.....	2.5	4	.....
Auto. Accessories....	19	1	53	.....	15	26	2.3	.....	.....	.....	.....	.....	2.7 <sup>6</sup>
Auto. Accessories....	.....	.....	.....	10	75	.....	15	.....	.....	.....	.....	.....	.....
Auto. Accessories....	.....	20	30	12	7	6	.....	12	.....	.....	3	.....	10 <sup>6</sup>
Auto. Accessories....	10	50	25	.....	4	3	6	7	.....	.....	3	.....	2
Auto. Accessories....	.....	.....	50	.....	5	.....	25	10	.....	1	5	.....	4
Petroleum Products....	.....	30	25	.....	1	12	6	19	.....	.....	1	5	1
Shock Absorbers....	.....	1	53	.....	15	26	2.3	.....	.....	.....	.....	.....	2.7 <sup>6</sup>
Auto. Supply Co....	5.5	43	.....	.....	.....	6.3	31 <sup>1</sup>	.....	.....	.....	.....	.....	19.7
Tire Patches....	.....	25	25	.....	.....	.....	.....	.....	.....	.....	.....	.....	50 <sup>6</sup>
Winter Access....	10	.....	76	.....	6	.....	2	11	.....	.....	5	.....	.....

### AUTOMOBILES AND TRUCKS



Average Annual  
Advertising Appropriation  
\$462,000

Cars.....	2.5	32.8	28.5	.....	1	7.2	7.3	7.7	.....	.1	4.4	1.1	9.9 <sup>2</sup>
Cars.....	.....	56	31	.....	.....	.....	7.5	.....	.....	.....	.....	.....	5.5
Cars.....	.....	12	30	15	10	.....	8	12	1	.....	3.5	3.5	5
Cars and Trucks....	1.5	25	3	3	3	25	1.5	3	.5	1.5	3	7	24.5
Trucks.....	.....	40	.....	.....	40	.....	18 <sup>3</sup>	.....	2	.....	.....	.....	.....
Cars.....	.....	45	32	.....	4	.....	3	3	.....	.....	6 <sup>4</sup>	3	4
Elect. Ind. Trucks...	1.9	.....	.....	.....	35	.....	25	20	2	.....	10	.....	8 <sup>5</sup>
Cars.....	1.5	32	24	.....	4	17	.....	10	.....	.....	5	.....	8
Cars.....	3	41	32	.....	3.7	3	.....	4.5	.....	.....	6	1.8	8
Trucks.....	2.7	10	10	.....	10	.....	35	9	.....	1	10	5	10

### BUILDING MATERIALS



Average Annual Advertising  
Appropriation \$96,000

Building Material....	5	.....	56.5	.....	12.4	.....	10.1	10.6	.....	.....	5.2	5.2	.....
Building Material....	10	80	.....	.....	.....	.....	5	5	.....	.....	.....	.....	.....
Building Material....	2	.....	13	.....	21	.....	16	12	2	.....	20	8	8
Building Material....	.....	.....	.....	.....	3.3	.....	40	40	.....	.....	5	11.6	.....
Building Material....	5	7	.....	.....	50	.....	33	10	.....	.....	.....	.....	.....
Cement.....	.....	.....	.....	20	5	.....	10	10	.....	.....	19	36	.....
Prepared Roofing....	1.5	5	9	.....	.....	5	30	15	1	3	5	20	7
Metal Partition.....	2.5	.....	35	.....	35	.....	18	.....	4	.....	6	.....	2
Weather Strip.....	.....	.....	55	.....	15	.....	30	.....	.....	.....	.....	.....	.....
Incinerator.....	.....	10	45	.....	.....	.....	22.5	22.5	.....	.....	.....	.....	.....
Insulation.....	.....	.....	80	.....	5	.....	10	.....	.....	.....	.....	.....	5
Building Hardware...	.....	.....	50	.....	20	.....	20	10	.....	.....	.....	.....	.....

<sup>1</sup>—Includes 18% for catalog.

<sup>2</sup>—Includes 6.6% for permanent exhibit and 2.8% for radio.

<sup>3</sup>—Includes 13% for monthly house organ.

<sup>4</sup>—Includes mats.

<sup>5</sup>—Includes 5% for business shows.

<sup>6</sup>—Spent for radio.

## HOW THE ADVERTISING DOLLAR IS SPENT

By Industry..... See Charts  
By Company..... See Tables

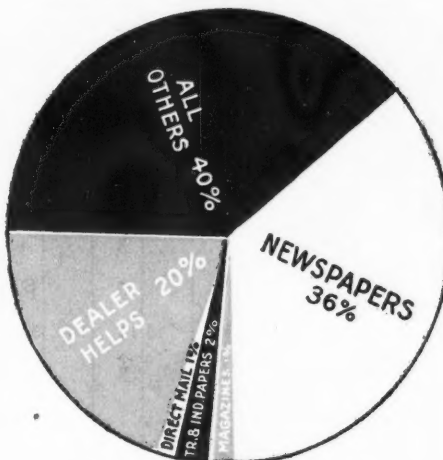
### CEREALS AND FLOUR MILLING



Average Annual Advertising Appropriation \$148,600

Manufacturers Reporting	% of Adv. to Sales	% Newspapers	% Magazines	% Farm Papers	% Trade and Ind. Papers	% Outdoor Advertising	% Direct Mail	% Dealer Helps	% Directories	% Novelties	% Eng. and Art Work	% Administration	% Miscellaneous
Cereals & Flour Mill.	.26	51	1					16		8		5	19 <sup>1</sup>
Cereals & Flour Mill.	1.25	10		20	20		10	10		6	2		22 <sup>6</sup>
Cereals & Flour Mill.		40			2	25 <sup>3</sup>		5		1	3	7	17 <sup>4</sup>
Cereals & Flour Mill.		55					5	10		20			10 <sup>5</sup>
Cereals & Flour Mill.			45	25			11			1	2	8 <sup>6</sup>	8 <sup>7</sup>
Flour Milling.....	25				15		5	7.5		5	2.5	7.5	32.5
Feed.....	1.75	15		38	10	9	15	4			6	1	2
Flour Milling.....	1.5	8		6	8	19		16				7	36 <sup>9</sup>

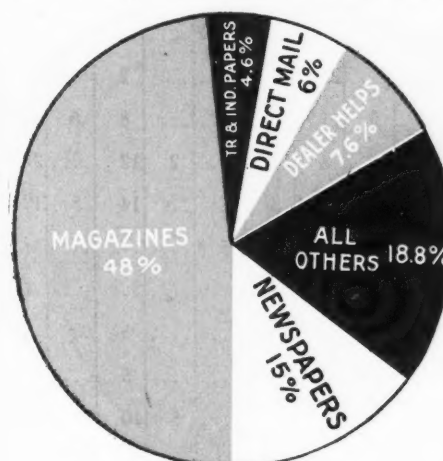
### CIGAR MANUFACTURERS



Average Annual Advertising Appropriation \$350,894

Cigar Mfgs.....	8	20				24	8	16				16	16 <sup>5</sup>
Cigar Mfgs.....			50		5		20	15			10		
Cigar Mfgs.....	8 <sup>10</sup>	25			2	25	16	15			2	5	10 <sup>5</sup>
Cigar Mfgs.....		80.6	6.5		.3			3.2			1.6	.6	7.2
Cigar Mfgs.....		61			4	4		14					17
Cigar Mfgs.....	5				2	50		25					23
Cigar Mfgs.....	10	12			1	22	5	20				8	32
Cigar Mfgs.....	4.5	65				10		14					11

### CLOTHING—MEN'S AND BOYS'



Average Annual Advertising Appropriation \$329,000

Men's Furnishing...	3.5	14	42		4		8	8		7	3		14 <sup>11</sup>
Men's Furnishing...			72		9		4	9			6		
Men's Furnishing...	3.5	25	30		5		5	5			8	3	19 <sup>12</sup>
Men's Furnishing...	4.5	7	37				15	20		3	8	10	
Men's Furnishing...	3	95				5							
Men's Furnishing...	2	30	40				10	15					5
Men's Furnishing...		80	10				10						
Men's Furnishing...	2.3	45			4	6		25			15	5	

<sup>1</sup>—Includes radio .2%; foreign 4.7%; sampling 11.6.  
<sup>2</sup>—Includes 20% radio.  
<sup>3</sup>—Paint.  
<sup>4</sup>—Includes business shows 5%, sampling 10%.

<sup>5</sup>—Sampling.  
<sup>6</sup>—All department salaries.  
<sup>7</sup>—Includes 3% sampling.  
<sup>8</sup>—Includes radio 25%, business shows 2.5%.

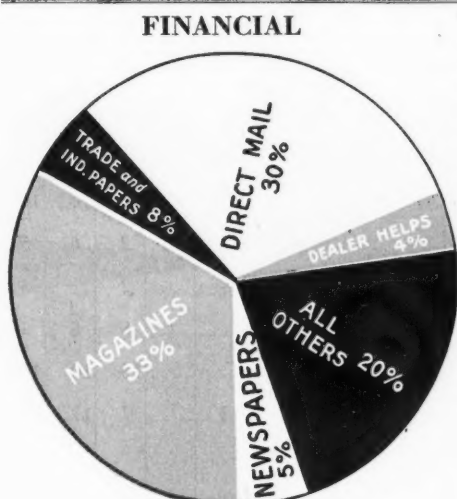
<sup>9</sup>—Including sampling 15%.  
<sup>10</sup>—Total sales and advertising appropriation 13%.  
<sup>11</sup>—Car or bus advertising.  
<sup>12</sup>—Including 15% car or bus advertising.





# HOW THE ADVERTISING DOLLAR IS SPENT —

By Industries.....See Charts  
By Companies.....See Tables



Average Annual  
Advertising Appropriation  
\$80,190

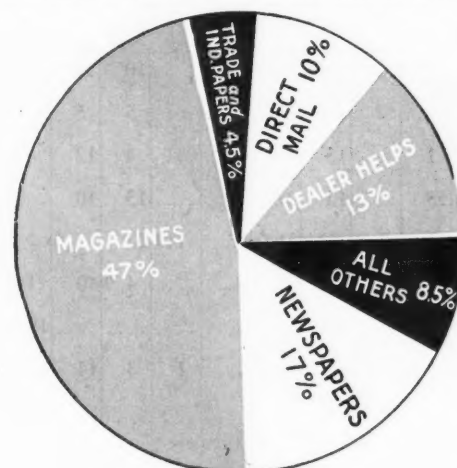
Manufacturers Reporting	% of Adv. to Sales	% Newspapers	% Magazines	% Farm Papers	% Trade and Ind. Papers	% Outdoor Advertising	% Direct Mail	% Dealer Helps	% Directories	% Novelties	% Eng. and Art Work	% Administrative	% Miscellaneous
Bank.....	45	10			20	17		2	1				5 <sup>1</sup>
Bank.....	52.3				8.3	15.5	13.4		1		4.1		5.4 <sup>1</sup>
Bank.....	40		13			13	4 <sup>2</sup>			10			20 <sup>3</sup>
Bank.....	40	20		5	10					5	20		
Bonds.....	1	33		10			30			2	2	15	8
Bonds.....	40	25					35						
Insurance.....	13			30	2	52		2		1			
Insurance.....	15	5		10		65		1		4			
Insurance.....	2	19		16		17	17			4	12	15	
Insurance.....	3	50		4		25		12		3	6		



Average Annual  
Advertising Appropriation  
\$76,600

Beverage.....		20		5	50		20			5			....
Cheese.....	30	40			5	10	10						5 <sup>4</sup>
Coffee.....	5	47			1.4	11.6		18					22 <sup>6</sup>
Coffee and Tea.....	35			5	30	5	5						20 <sup>6</sup>
Coffee, Tea, etc.....	1	40			22	4	10			5			19 <sup>7</sup>
Coffee and Tea.....	100												
Dessert.....	15	80					10		5				5
Farm Produce.....	8	38		1	2	11	5			3	5	27 <sup>8</sup>	
Food.....	25	10		2		20	20	.5	.5	3	4	15 <sup>9</sup>	
Milk, Canned.....	10	35		1	16	4	4			4	10	16	
Packer, Fruit.....		64		1	3	4	5					23 <sup>10</sup>	
Pecans.....	10	45				30	5		3	5		2	

## FURNITURE & FURNISHINGS



Average Annual Advertising  
Appropriation \$257,323

Beds, Metal.....	25	15		5		12	12	3		12	10	6	
Beds and Springs.....	22	18		8		23	20	4				5	
Carpet.....		48		14		11	18		1		1	7	
Chairs.....	73					13.5	13.5						
Floor Covering.....				16		8	53			5	8	10	
Furniture.....	7.5		50		7.5		10	25				7.5	
Furniture.....	70					20	10						
Furniture.....	3	22.6	48.4		2.2		8	9.6	.15		5.7	3.2	.15
Furniture.....	3	13.7	52.8		2.5		10.6	10.6			6.2	3.6	
Linoleum.....	25	50	10	1		2	2				10		
Seating.....				55		11	20			9		5	
Smokers' Requisites.....	60			10		8	8		8			6	

<sup>1</sup>—Car or bus advertising.  
<sup>2</sup>—For branch banks.  
<sup>3</sup>—For advertising agency.  
<sup>4</sup>—Radio.  
<sup>5</sup>—Sampling.

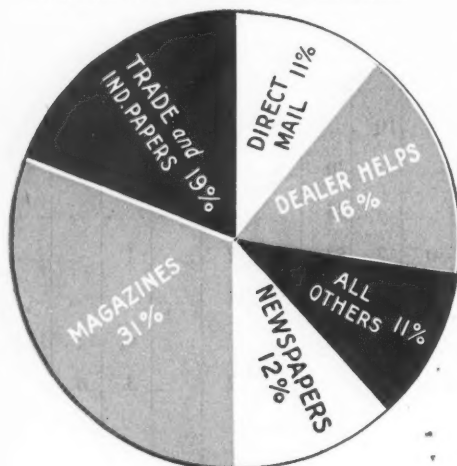
<sup>6</sup>—Car or bus advertising.  
<sup>7</sup>—Including 2% business shows, 12% car or bus advertising, 5% sampling.  
<sup>8</sup>—Includes 14% car or bus advertising.

<sup>9</sup>—Includes 1% business shows, 5% car or bus advertising, 9% sampling.  
<sup>10</sup>—Includes 6% car or bus advertising, 12% commodity co-operative.

## HOW THE ADVERTISING DOLLAR IS SPENT —

By Industries..... See Charts  
By Companies..... See Tables

### HARDWARE SPECIALTIES



Average Annual  
Advertising Appropriation  
\$132,684

Manufacturers Reporting	% of Adv. to Sales	% Newspapers	% Magazines	% Farm Papers	% Trade and Ind. Papers	% Outdoor Advertising	% Direct Mail	% Dealer Helps	% Directories	% Novelties	% Eng. and Art Work	% Administrative	% Miscellaneous
Castors & Fur. Hdw.	5	50	25	5	3	8	5	2	5	4.5			
Hardware & Cutlery.	15	15	25	25	15	10	5	5					
Hardware & Cutlery.	7.5	60	10	5	5	2	3	10	5				
Hardware & Cutlery.	4	20	20	40	10	10	10						
Hardware & Cutlery.	59	5	9	6	8	2	6	5					
Kitchenware.....	59	34	2			2	3						
Locks, etc.....	7.5			47	33	8	8	4					
Tools.....			20	40	5	15	10	10					
Tools.....			10	7	40	2	7	17	17				
Tools.....	5.3		50	25	25								
Tools, Elec. Magnet.		50		10	25								

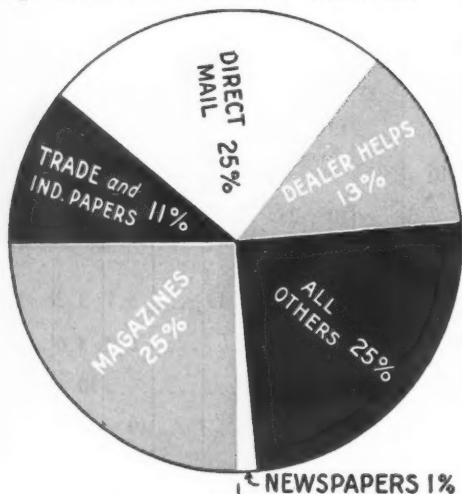
### HOUSE FURNISHINGS



Average Annual  
Advertising Appropriation  
\$51,500

Cleanders.....				5	3	1	11	44	36				
Cleanders.....	5	3	70	3	5	3	5	3	2	3			
Cleanders.....	5	35	15	15	5	5	5	5	15	2			
Cleanders.....			8	80	10	2							
House Furnishings..	10		7	7	14	1	1	3	67	3			
House Furnishings..	4		80	20									
House Furnishings..	3	80	5	7	2		2	1					
House Furnishings..		50	25	20	2.5		2	5					
Insecticides.....	25	12	1	15			32	14	4				
Mops and Polish....	34	27	2	10	8	8	2	5	4				
Sheetings.....	10.6	28.4	6.3	2.8	19.2		8.6	17.2	6.9				

### JEWELRY AND SILVERWARE



Average Annual Advertising  
Appropriation \$120,516

Electric Clocks.....		28	4.8	34	4	.2	6	5	18	6			
Jewelry.....	5	20		18	20		25	4	8				
Jewelry.....	30	30		20			10	10					
Jewelry.....	5	10	40	2	30	8	5	5					
Jewelry.....	8.5	50	1	15	15		4	12	3				
Jewelry.....	12	8	15	13	27		15	10					
Jewelry.....	7	40	7	21	5	1.4	22	1.6	2				
Jewelry.....	49	4	4.6	26.5			4.9	10	1				
Optical.....	3		31	50					19				
Watches.....	8.5	50	1	11	8		1	3	14	12			

<sup>1</sup>—Business shows.  
<sup>2</sup>—Sampling.

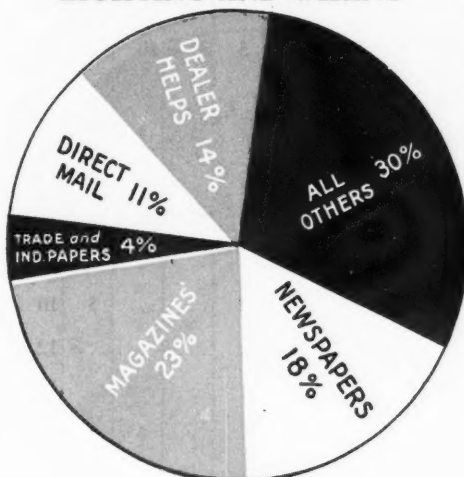
<sup>3</sup>—45% for radio.  
<sup>4</sup>—Car or bus advertising.

<sup>5</sup>—Radio, business shows and sampling.

## HOW THE ADVERTISING DOLLAR IS SPENT —

By Industries.....See Charts  
By Companies.....See Tables

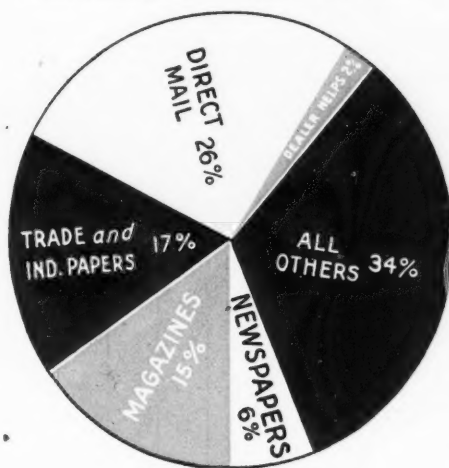
### LIGHTING AND WIRING



Average Annual  
Advertising Appropriation  
\$138,250

Manufacturers Reporting	% of Adv. to Sales	% Newspapers	% Magazines	% Farm Papers	% Trade and Ind. Papers	% Outdoor Advertising	% Direct Mail	% Dealer Helps	% Directories	% Novelties	% Eng. and Art Work	% Administrative	% Miscellaneous
Farm Lighting Plant	14	34	9				6	15			8	7	7
Flexible Conduit	3				12		56	15			5.8		11.2
Gas & Elec. Utility	56.3					4.6	6.1				12.8	15.5	4.7
Lamps and Stoves	18	30	6	3.5		12.5	15				4	7	4
Lighting Accessories	5	53			8	9	2	17			11		
Lighting Accessories	3.5	5	20				20	45				6	4
Lighting Fixtures	5		30		4		15	20					31 <sup>1</sup>
Lighting Fixtures			18		2		40	5			5	20	10
Lighting Fixtures					46.8		18.7	2.5	1.3	3	18.7	9	
Transformers	1.1	5	5		20		30	5			13	20	2
Transformers					75		25						

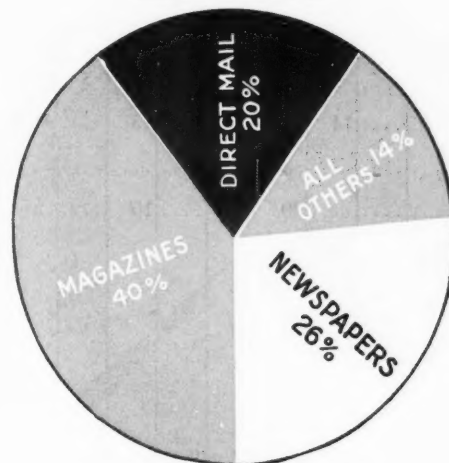
### MACHINERY AND SUPPLIES



Average Annual  
Advertising Appropriation  
\$61,120

Engines and Pumps	25	5	5		90								
El. Timek'p'g Equip.	10		30		1.5		20	15	.5		15	5	13 <sup>2</sup>
Ind. Equipment					57		43						
Machinery					60		40						
Machinery	1.5		40		25		24			2		4	5
Metal Mfg.	1	.8	32		19		1	1		.5	25		20.7
Portable Tools			25		25		20	6	1		10	11	2
Port. W'dw'k'g Mch.	8		15	5	25		40	5					10
Power Transmission					95		5						
Refrigerating Mchy.	2				60				5		8	12	15 <sup>3</sup>
Scales			80		10		5	2		3			
Steel Castings					35		65						

### MAIL ORDER



Average Annual Advertising  
Appropriation \$43,333

Appliances	60	40											
Books	6	10					84						
Mail Order	10	46					37				4	13	
Mail Order	15	2	23						70				5
Mail Order	25	50	50										
Mail Order	16	5					82				1		12
Mail Order	9	85					15						
Mail Order	13	50					23	5			7	15	
Novelties	7	40	13				33				7		
Portrait Enlarging	25	3	80	1			16						

<sup>1</sup>—Booklets and catalogs.

<sup>2</sup>—Includes 5% for business shows.

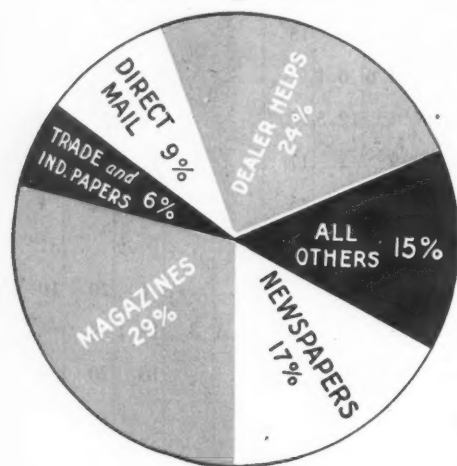
<sup>3</sup>—Includes 13% for business shows.



## HOW THE ADVERTISING DOLLAR IS SPENT —

By Industries.....See Charts  
By Companies.....See Tables

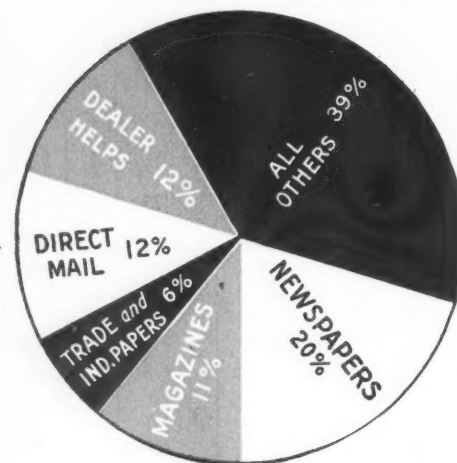
### OFFICE EQUIPMENT



Average Annual  
Advertising Appropriation  
\$359,433

Manufacturers Reporting	% of Adv. to Sales	% Newspapers	% Magazines	% Farm Papers	% Trade and Ind. Papers	% Outdoor Advertising	% Direct Mail	% Dealer Helps	% Directories	% Novelties	% Eng. and Art Work	% Administrative	% Miscellaneous
Appliances.....	2.5	10	30	.....	5	.....	27	5	1	.....	.....	7	15 <sup>1</sup>
Appliances.....	.....	10	.....	.....	50	.....	10	.....	5	.....	10	.....	15
Equipment.....	.....	50	.....	.....	.....	.....	50	.....	.....	.....	.....	.....	.....
Equipment.....	5	20	15	.....	10	.....	18	30	.....	.....	4	3	.....
Equipment.....	10	.....	50	.....	5	.....	10	20	.....	.....	.....	5	10
Equipment.....	.....	.....	26	.....	17	.....	47	.....	.....	.....	.....	.....	10
Equipment.....	.....	.....	77	.....	3	.....	5	5	.....	.....	2	2	6
Equipment.....	.....	65	.....	.....	3	.....	15	.....	2	.....	.....	5	10
Equipment.....	5	.....	.....	.....	25	.....	38	25	.....	.....	.....	.....	12 <sup>2</sup>
Paper.....	2.5	.....	.....	.....	5	.....	60	25	.....	.....	.....	.....	10
Pens and Pencils.....	40	45	.....	.....	.....	.....	5	6	.....	.....	4	.....	.....
Pens and Pencils.....	10	40	45	.....	.....	.....	7	8	.....	.....	.....	.....	.....

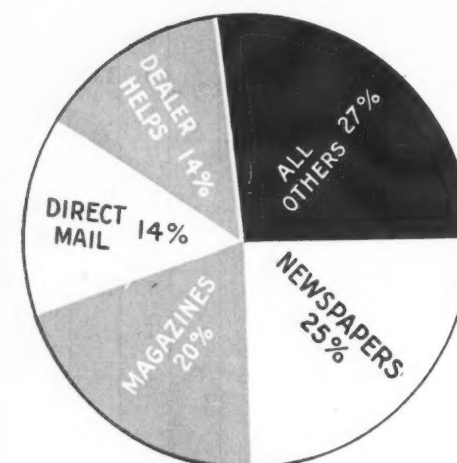
### PAINTS AND VARNISH



Average Annual  
Advertising Appropriation  
\$96,650

Co. No. 1.....	25	20	....	8	5	7	11	1	....	5	18 <sup>3</sup>		
Co. No. 2.....	6	7	10	....	1.5	6	5	20	....	4	5	17	24.5 <sup>4</sup>
Co. No. 3.....	59				5	20	15						1
Co. No. 4.....	16					32							52 <sup>5</sup>
Co. No. 5.....	3	1			5	16	25	13	....	4	3	5	28 <sup>6</sup>
Co. No. 6.....	5	20	5	5	.5	6.5	20	20	.5	.5	2	8	12
Co. No. 7.....	41.9	20			2.1			19.2		.8	9.4	6.6	
Co. No. 8.....	20	41.9			2.1			16.5		.8	8.7	6.5	3.5
Co. No. 9.....	10	15			3		20	25	1			12	14
Co. No. 10.....		75					10				5		10

### PROPRIETARY MEDICINES



Average Annual Advertising  
Appropriation \$48,650

Propriet. Medicines.	14	45	21	.....	2	.....	3	13	.....	.....	2	4	10
Propriet. Medicines.	35	30	5	.....	2	.....	20	5	.....	3	.....	.....	35 <sup>7</sup>
Propriet. Medicines.	15	15	35	.....	5	.....	2	12	.....	.....	10	5	16 <sup>8</sup>
Propriet. Medicines.	30	25	.....	.....	.....	.....	14	14	.....	.....	3	.....	44 <sup>9</sup>
Propriet. Medicines.	20	90	.....	.....	.....	.....	2	8	.....	.....	.....	.....	.....
Propriet. Medicines.	27	65	.....	.....	.....	.....	.....	20	.....	.....	10	.....	5
Ear Drums.....	28	30	42	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....

<sup>1</sup>—Car or bus advertising.

<sup>2</sup>—Business shows.

<sup>3</sup>—Includes 8% for sampling, 5% car or bus advertising.

<sup>4</sup>—Includes 5½% car or bus advertising, 1% for business shows.

<sup>5</sup>—Radio and cooperative advertising.

<sup>6</sup>—Includes 5% for Radio, 1% for business shows.

<sup>7</sup>—Includes 25% for sampling.

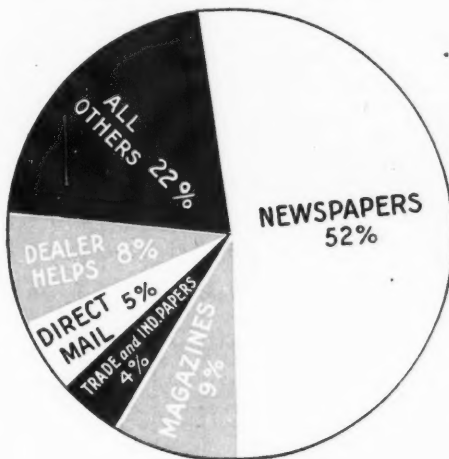
<sup>8</sup>—Includes 10% for car or bus advertising, 5% for sampling.

<sup>9</sup>—Includes 16% for sampling, 6% for car or bus advertising.

## HOW THE ADVERTISING DOLLAR IS SPENT —

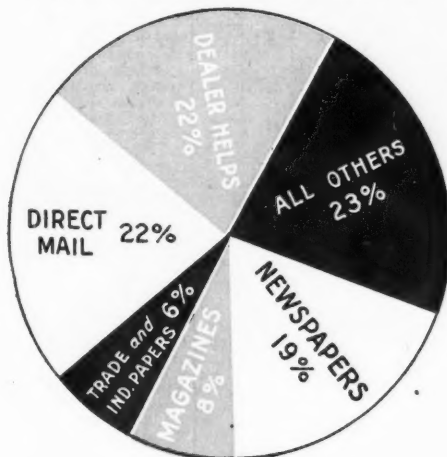
By Industries.....See Charts  
By Companies.....See Tables

### RADIO APPARATUS



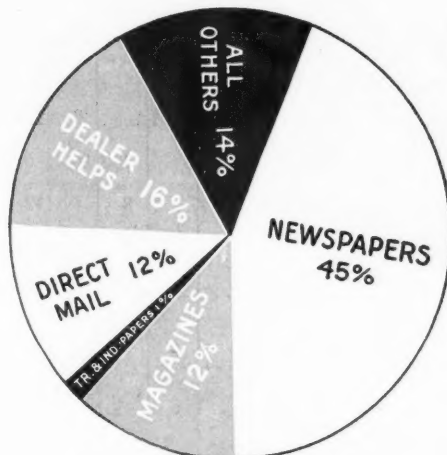
Average Annual  
Advertising Appropriation  
\$287,980

### RUBBER MANUFACTURERS



Average Annual  
Advertising Appropriation  
\$202,440

### SHOES



Average Annual Advertising  
Appropriation \$134,500

Manufacturers Reporting	% of Adv. to Sales	% Newspapers	% Magazines	% Farm Papers	% Trade and Ind. Papers	% Outdoor Advertising	% Direct Mail	% Dealer Helps	% Directories	% Novelties	% Eng. and Art Work	% Administrative	% Miscellaneous
Apparatus.....	10	.....	.....	.....	70	.....	5	.....	.....	.....	10	.....	5
Apparatus.....	57	22	.....	.....	4	.....	6	.....	.....	.....	4	.....	7
Apparatus.....	5	26.5	7	.....	5.5	.....	.8	8	.....	.5	.4	1	52 <sup>1</sup>
Apparatus.....	85	.....	.....	.....	5	.....	2	2	.....	.....	3	.....	3
Apparatus.....	7	55	5	.....	5	.....	.....	5	.....	.....	5	3	22 <sup>2</sup>
Batteries.....	.....	40	25	10	.....	.....	5	15	1	1	.....	.....	3
Cabinets & Furniture.....	2	30	.....	.....	5	2	8	42	.....	.....	.....	.....	11 <sup>3</sup>
Sets.....	62.5	.....	.....	.....	1.2	10	4.1	8.2	.....	.....	6.5	3.1	4.4
Sets.....	47	.....	.....	.....	10	.....	14	10	.....	.....	.....	.....	19 <sup>4</sup>
Sets.....	25	.....	.....	.....	3	25	25	10	.....	.....	.....	8	4
Sets.....	8	75	6	.....	2	5	5	5	.....	.....	1	.....	1
Tubes.....	5	11.4	.....	.....	7.4	.....	.....	26.1	.....	.....	.9	5.2	49 <sup>5</sup>
Tires and Tubes....	3	20.6	9.6	.....	4.2	10.5	24	17.1	.....	1	.....	5.1	7.9
Tires and Tubes....	7	10	10	.....	.....	.....	55	10	.....	.....	5	5	5
Tires and Tubes....	2	.....	.....	.....	.....	.....	25	50	.....	25	.....	.....	.....
Tires and Tubes....	3	.....	.....	.....	15.8	.....	5.6	53.3	.....	.....	10	8	7.3
Tires and Tubes....	20	20	.....	.....	5	.....	30	15	.....	.....	5	.....	5
Tires and Tubes....	2 <sup>6</sup>	.....	.....	.....	30	.....	10	50	5	.....	5	.....	.....
Tires and Tubes....	3	28	.....	.....	3.9	.....	2	51	.....	.5	4.3	3.8	6.5
Tires and Tubes....	3	10	.....	10	5	.....	20	50	.....	.....	.....	.....	5
Shoes.....	5	25	17	.....	1	4	13	27	.....	.....	5	3	5
Shoes.....	2.5	31.3	.....	.....	.....	.....	37.5	6.3	.....	.....	6.2	18.7	.....
Shoes.....	2	26.9	13.5	13.4	4.8	.....	23.9	9.8	.....	.....	4.2	2.8	.7
Shoes.....	5	25	.....	.....	.....	.....	25	10	1	1.5	7.5	30	.....
Shoes.....	5.5	.....	40	.....	.....	.....	25	25	.....	.....	5	.....	.....
Shoes.....	40	.....	.....	.....	.....	.....	40	15	.....	.....	5	.....	.....
Shoes.....	7.4	50	.....	.....	2	.....	5.5	21.6	.1	.....	7.4	5.5	.5
Shoes.....	5	5	.....	.....	5	15	10	.....	20	30	.....	.....	10

<sup>1</sup>—Includes 46.5% for radio.  
<sup>2</sup>—Includes 20% for business shows.

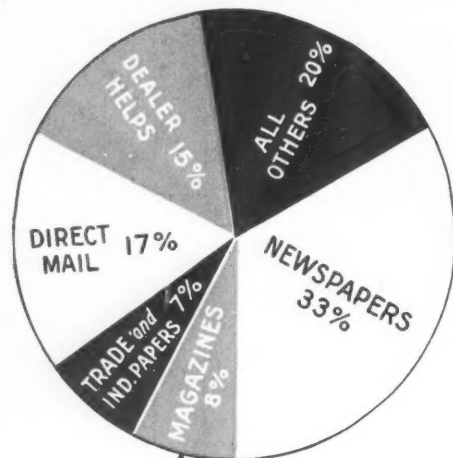
<sup>3</sup>—Includes 10% for business shows.  
<sup>4</sup>—Includes 6% for radio, 3% for business shows.

<sup>5</sup>—Includes 44.1% for radio.  
<sup>6</sup>—Allowances granted some dealers.

## HOW THE ADVERTISING DOLLAR IS SPENT —

By Industries ..... See Charts  
By Companies ..... See Tables

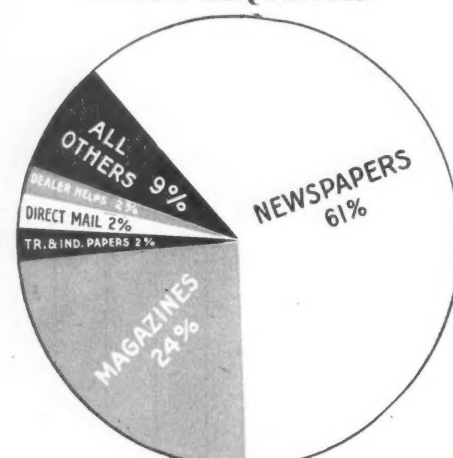
### STOVES, HEATING & FURNACES



Average Annual  
Advertising Appropriation  
\$258,000

Manufacturers Reporting	% of Adv. to Sales	% Newspapers	% Magazines	% Farm Papers	% Trade and Ind. Papers	% Outdoor Advertising	% Direct Mail	% Dealer Helps	% Directories	% Novelties	% Eng. and Art Work	% Administrative	% Miscellaneous
Cooking Stoves.....	2.5						25	60					15
Heating and Vent....					50		30		5		15		
Heating and Vent...	2		9		53		20		3		15		
Lamps and Stoves...		30	20	5	4.1		11.4	16.1			4.4	6.8	2.2
Oil Burners.....	6	95											5
Plumb., Heat. Spec..	5	20	16		16		25	10			5		8
Plumbing Material...			50		25		10	5	5				5
Stoves and Furnaces...	43				3		17	24	1.5		3	2	6.5
Stoves and Furnaces...				42			17	17			7	14	3
Stoves and Furnaces...		83			3			4			3	5	2
Water Heaters.....		40			5		20	25					10 <sup>1</sup>

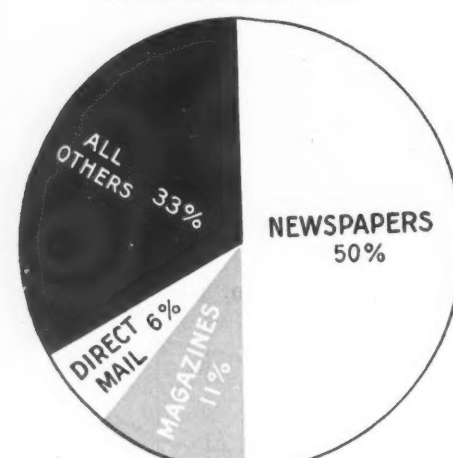
### TOILET REQUISITES



Average Annual  
Advertising Appropriation  
\$165,000

Toilet Requisites....	25	70	9		2		2	10					7
Toilet Requisites....	12	40	40	5	5		5	5					
Toilet Requisites....		34	51	8						7			
Toilet Requisites....	9		60				20	10					10 <sup>2</sup>
Toilet Requisites....		70			5		5						20 <sup>3</sup>
Toilet Requisites....	15	25						25			5	10	20 <sup>4</sup>
Toilet Requisites....	20	75			3			2					

### TRANSPORTATION



Average Annual Advertising  
Appropriation \$487,780

Railroad.....		50	8		.6	2	2				4	6.4	27 <sup>5</sup>
Railroad.....		55	25			10				10			
Railroad.....		13.2	12.7			50							24.1
Railroad.....	3.9	50.9	11.6				7.8			1.1		3.3	25.3 <sup>6</sup>
Travel.....		31	3				39.8				4.3	16	5.9
Travel.....		4	76								8		12 <sup>7</sup>
Travel Service.....		35	35			5					2		23 <sup>8</sup>
Travel Service.....		55	45										

<sup>1</sup>—Includes 5% for business shows.

<sup>2</sup>—Sampling.

<sup>3</sup>—Includes 10% for sampling.

<sup>4</sup>—Includes 15% for sampling.

<sup>5</sup>—Includes 15% for printed matter.

<sup>6</sup>—Includes 6.5% for time tables.

<sup>7</sup>—Includes 4% for business shows.

<sup>8</sup>—Includes 5% for motion picture, 18% sales literature.



# NEWSPAPER LINEAGE OF 2,364 NATIONAL ADVERTISERS

Classified By Industries — Compiled From 369 Dailies in the  
77 Largest Cities of the United States

This list includes all national advertisers using three or more newspapers in the 77 largest cities of the United

States, as counted by Media Records and compiled by it for this book.

Advertisers By Industries	1928 Lineage	Advertisers By Industries	1928 Lineage	Advertisers By Industries	1928 Lineage
<b>AUTOMOTIVE</b>		<b>AUTOMOTIVE—(Continued)</b>		<b>AUTOMOTIVE (Continued)</b>	
<b>Parts and Accessories</b>		<b>Passenger Cars—(Continued)</b>		<b>Miscellaneous—(Continued)</b>	
A. C. Spark Plug.....	143,801	Rolls Royce.....	72,192	Calpet Products.....	46,376
Allen Shutter Front.....	8,147	Star.....	260,246	Caspar Oil.....	6,861
Aluminum Co. of America.....	11,790	Stearns-Knight.....	290,774	Cities Service Oil & Gasoline.....	392,839
Briggs Bodies.....	14,719	Studebaker.....	6,571,200	Colonial Gas & Beacon Oil.....	513,357
Champion Spark Plug.....	221,397	Stutz.....	415,424	Conoco Oil.....	554,887
Continental Red Seal Motors.....	67,046	Velie.....	272,000	Crown Gasoline.....	52,198
Cooper Batteries.....	29,852	Willys-Knight.....	1,980,149	Cyclo Motor Oil.....	484,415
Critchlow, Walter.....	4,102	Willys-Knight & Overland Whippet.....	2,156,601	Enginite.....	12,104
Durwaylan Brake Linings.....	33,605			Eso Gasoline.....	521,949
Exide and Giant Batteries.....	364,470	<b>TOTAL.....</b>	<b>114,885,872</b>	Eveready Prestone.....	435,861
Fafnir Ball Bearings.....	5,196			Freedom Oil Works Co.....	36,721
Fisher Bodies.....	749,275	<b>Tires and Tubes</b>		General Motors Corporation.....	4,079,483
Go-Lite Flasher.....	1,278	Ajax Tires.....	15,668	Glycerine Producers Association.....	250,208
Gabriel Snubbers.....	25,607	Brunswick Tires.....	5,212	Good Gulf Gasoline.....	475,291
Goodyear Tire Chains.....	25,629	Central Tires.....	62,028	Harley-Davidson Motorcycles.....	12,363
Houdaille Shock Absorbers.....	25,140	Cooper Tires.....	12,884	Hyvis Motor Oils.....	46,604
Hydro Check Shock Absorbers.....	3,259	Dayton Tires.....	151,367	Indian Motorcycles.....	64,265
Indian Shock Absorbers.....	138,581	DeLion Tires.....	19,025	Ivo Radiator Glycerine.....	19,027
Johns-Manville Asbestos Brake		Diamond Tires.....	12,748	Kendall Oil & Gas.....	13,872
Lining.....	8,782	Dunlop Tires.....	1,369,552	Marland Oil & Gasoline.....	7,466
Knight Engines.....	12,410	Falls Tires & Tubes.....	4,900	Mobiloil.....	1,338,644
Lorraine Light.....	23,313	Federal Tires.....	101,000	Monogram Oils.....	3,781
Lovejoy Shock Absorbers.....	14,189	Pirestone Tires.....	1,798,896	Nu-Pro Oils.....	37,602
New Departure Ball Bearings.....	8,160	Pisk Tires.....	111,064	Pan-Am Motor Oil & Gas.....	1,374,825
Pines Winterfront.....	544,730	General Tires.....	1,064,145	Parco Gasoline.....	72,673
Powell Lever-Motors.....	38,136	Gillette Tires.....	21,455	Pennsylvania Oil.....	15,600
Prest-O-Lite Auto Batteries.....	4,171	Goodrich Tires.....	441,023	Pennzoil.....	367,111
Pyrene Tire Chains.....	28,780	Goodyear Tires.....	1,218,696	Pure Oil Co., The.....	645,048
Quality Auto Seat Covers.....	8,333	Hood Tires.....	29,248	Pyro Alcohol.....	39,588
Raybestos Brake Lining.....	37,680	India Tires.....	25,020	Quaker State Oil.....	77,385
Rusco Brake Lining.....	97,581	Kelly-Springfield Tires.....	37,107	Relief for Punctures.....	13,725
Simplex Piston Rings.....	19,651	Kenyon's Tires.....	15,449	Richlube Oil.....	502,035
Stewart-Warner Auto Products.....	20,503	Lancaster Tires.....	9,923	Shell Gasoline.....	562,086
Stransky Vaporizer.....	194,219	Lee Tires.....	55,003	Shell Motor Oil.....	756,429
Stromberg Carburetor.....	33,508	Mansfield Tires.....	190,702	Simoniz.....	149,920
Timken Roller Bearings.....	26,153	Mason Tires.....	91,707	Sinclair Gasoline.....	408,678
Triplex Windshields.....	12,305	Meisel Tires.....	331,534	Socony Gasoline.....	1,239,939
U. S. L. Storage Battery.....	10,770	Michelin Tires.....	306,854	Standard Motor Oil.....	565,507
Up-And-On Auto Jack.....	11,210	Miller Tires.....	439,974	Standard Oil Co. of California.....	1,400,998
Watson Stabilators.....	16,961	Mohawk Tires.....	34,962	Standard Oil Co. of Indiana.....	1,590,014
Weed Chains.....	120,569	Norwalk Tires.....	4,659	Standard Oil Co. of Kentucky.....	17,641
Westinghouse Auto Products.....	41,470	Oldfield Tires.....	33,748	Standard Oil Co. of New Jersey.....	160,608
Whirlwind Vaporizer.....	52,526	Pennsylvania Tires.....	15,291	Sunoco Gasoline & Oil.....	983,898
Willard Batteries.....	383,187	The Rubber Institute, Inc.....	761,009	Texaco Oil & Gasoline.....	1,568,386
Willy, W. M. (AntiGlare Devices).....	28,723	Samson Tires.....	230,848	Tyrol Gasoline & Veedol Motor Oil.....	1,591,219
Zenith Carburetors.....	8,002	Seiberling Tires.....	94,543	U. S. Industrial Alcohol Co.....	14,909
		Standard Tires.....	17,352	Union Gasoline.....	743,963
<b>Total.....</b>	<b>3,678,916</b>	U. S. Tires.....	1,334,540	Valvoline Oil.....	14,139
		<b>TOTAL.....</b>	<b>10,469,235</b>	Western Auto Supply.....	1,140,254
<b>Passenger Cars</b>				White Rose Gasoline.....	102,135
Auburn.....	1,477,638	<b>Trucks and Tractors</b>		Whiz Auto Specialties.....	25,511
Buick.....	8,706,207	American La France Fire Engines.....	22,656	Wofford Oil.....	88,130
Cadillac.....	519,768	Brockway Trucks.....	12,893	Wolf's Head Oil.....	24,462
Cadillac-La Salle.....	1,806,700	Caterpillar Tractors.....	35,322		
Chandler.....	2,533,159	Chevrolet Trucks.....	152,472	<b>TOTAL.....</b>	<b>27,704,131</b>
Chevrolet.....	8,770,331	Cletrac Tractors.....	41,370		
Chrysler.....	6,915,691	Cultimotor Trucks.....	12,865	<b>Building Materials</b>	
De Soto.....	2,864,834	Diamond T Trucks.....	34,243	Acme Paints.....	22,255
Dodge.....	5,115,114	Fageol Motor Trucks.....	58,218	Aladdin Houses.....	57,224
Durant.....	1,382,426	Fargo Trucks.....	33,375	Allen Houses.....	7,705
Durant-Star.....	93,185	Federal Trucks.....	48,894	Anaconda Copper & Brass.....	12,165
Eclair.....	70,381	Fleet Arrow Wagon.....	16,363	Austin Contractors.....	86,103
Erskine.....	273,717	Ford Trucks and Tractors.....	15,697	B-C Varnish.....	7,739
Essex.....	2,423,881	G. M. C. Trucks.....	1,342,255	Balsam Wool.....	74,281
Falcon-Knight.....	746,624	Garford Trucks.....	57,593	Barreled Sunlight.....	110,392
Ford.....	5,062,734	Graham Brothers Trucks.....	1,366,343	Barrett Roofing.....	4,047
Franklin.....	1,740,912	Harley-Davidson Package Trucks.....	10,042	Bass-Heuter Paints.....	58,691
Gardner.....	503,063	Indiana Trucks.....	14,247	Bennett Homes.....	15,300
Graham-Paige.....	3,305,988	International Harvester Trucks.....	451,462	Black Diamond Files.....	27,743
Hudson.....	2,089,227	Mack Trucks.....	20,832	Broderick & Bascom Rope.....	19,322
Hudson-Essex.....	2,868,101	Moreland Trucks.....	88,844	Buffalo Wire Works.....	4,340
Hupmobile.....	3,865,921	Relay Trucks.....	13,889	Butler Self Adjusting Ventilators.....	562
Jordan.....	515,695	Reo Speed Wagon.....	323,058	Carey Shingles.....	272,381
Kissel.....	819,390	Republic Motor Trucks.....	8,563	Carmote Paints.....	24,792
La Salle.....	504,154	Stewart Motor Trucks.....	119,011	Carter White Lead Paint.....	96,943
Lincoln.....	287,211	White Trucks.....	66,437	Celotex.....	510,042
Locomobile.....	161,492			Chamberlin Weatherstrips.....	1,710
Marmont.....	2,252,720	<b>Miscellaneous</b>		Copper & Brass Research Ass'n.....	374,172
Moon.....	241,033	Afco Radiator Kleener.....	73,976	Cowles Bird Houses.....	1,168
Moon-Diana.....	13,243	American Auto Association.....	27,984	Cyclone Fences.....	39,093
Nash.....	6,397,784	Amoco Gas.....	1,213,709	Devoo Lead & Paints.....	56,600
Oakland.....	3,254,762	Atlantic Gasoline.....	553,312	DuPont Duco Paint Products.....	610,014
Oakland-Pontiac.....	1,060,767	Berg Anti-Freeze.....	8,886	Dutch Boy White Lead.....	365,716
Oldsmobile.....	3,092,614	Betholine Gasoline.....	96,514	Enterprise Paint.....	4,917
Overland-Whippet.....	5,113,199	Bijur Chassis Lubricator.....	2,028	Farbo Paint.....	10,853
Packard.....	3,155,785	Boyle-Dayton Pumps and Tanks.....	19,747	Felton Sibley Paints & Varnishes.....	32,862
Peerless.....	1,207,447	Brooks Oil and Gas.....	28,159	Foy Paints.....	11,023
Pierce-Arrow.....	1,913,641	Calcutta Auto Rubber-Namel.....	16,824	Fuller Paints.....	226,040
Plymouth.....	1,639,696			Genasco Asphalt Shingles.....	8,225
Pontiac.....	5,030,706				
Reo.....	3,070,345				





## NEWSPAPER ADVERTISING OF 2,364 NATIONAL ADVERTISERS—(Continued)

Advertisers By Industries	1928 Lineage	Advertisers By Industries	1928 Lineage	Advertisers By Industries	1928 Lineage
GROCERIES—(Continued)		GROCERIES—(Continued)		GROCERIES—(Continued)	
Beverages—(Continued)		Cereals and Breakfast Foods—(Continued)		Dairy Products—(Continued)	
Barker's Hasty Cocoa.....	8,227	Cream of Wheat.....	56,189	Sheffield Farms Milk.....	310,922
Battleship Coffee.....	59,211	H. O. Oats.....	157,967	Smak Ice Cream.....	13,806
Beech-Nut Coffee.....	215,388	Heinz Rice Flakes.....	1,300,867	Southern Dairy Products.....	345,679
Bishop's Cocoa.....	12,040	Jersey Cereals.....	37,927	Standard Margarine.....	12,263
Boscul Tea & Coffee.....	162,774	Kellogg's Cereals.....	3,573,344	Supplee-Wills-Jones Milks.....	116,334
Budweiser Near Beer.....	4,155	Malt Breakfast Foods.....	59,052	Tillamook Cheese.....	101,636
C. & C. Ginger Ale.....	62,502	Puffie Flakes.....	806	Troco Oleo Margarine.....	5,149
C. W. Coffee & Tea.....	3,257	Pillsbury Cereals.....	74,340		
Canada Dry Ginger Ale.....	1,882,948	Post Cereals.....	1,568,056	<b>TOTAL.....</b>	<b>18,917,237</b>
Caswell Coffee.....	120,898	Quaker Oats Cereals.....	951,545		
Charpure.....	5,177	Raisin Bran.....	32,346	Disinfectants and Exterminators	
Chelmsford Ginger Ale.....	122,856	Ralston Whole Wheat Cereal.....	571,262	Antrol.....	10,244
Chero-Cola.....	25,405	Shredded Wheat.....	1,463,930	Bee Brand Insect Powder.....	198,953
Church's Grape Juice.....	3,929	Sims Malt-O-Wheat.....	16,905	Black Flag.....	481,437
Clark's Coffee.....	4,990	Three Minute Cereals.....	17,182	Black Leaf.....	14,462
Clicquot Club Ginger Ale.....	630,223	Trix Cereal.....	5,836	Chimney Sweep.....	2,924
Cocoa-Cola.....	399,196	Wheatworth Whole Wheat Cereals.....	25,758	Dethol.....	145,597
Cocomalt.....	17,756	Whitehouse Rice Flakes.....	10,978	El Vampiro.....	53,851
Esslinger Lager.....	44,895	Whole Grain Wheat.....	2,151	F. A. G. Moth Preventive.....	9,835
Faust Coffee & Tea.....	5,873	<b>TOTAL.....</b>	<b>10,025,608</b>	Flit.....	960,066
Folgers "Golden Gate" Coffee.....	468,258	Condiments		Fly-Flu.....	17,671
Forbes Coffee.....	43,070	A-1 Sauce.....	80,718	Fly-Tox.....	334,750
Forms a Oolong Tea.....	37,238	Airline Honey.....	3,944	Gator Roach Exterminator.....	32,038
Franco-American Coffee.....	29,963	Alaga Syrup.....	53,837	Getz Gets 'Em.....	9,785
Gerolsteiner Mineral Water.....	5,935	Aster Vanilla.....	2,809	Insectine.....	6,009
Ghirardelli Chocolate & Cocoa.....	99,268	Baker's Flavoring Extract.....	30,600	K-R-O Exterminator.....	97,987
Grape-Ola.....	30,656	Blue Label Ketchup.....	81,598	Kill-Ko.....	50,933
He No Tea.....	22,396	Bonita Syrup.....	21,985	Komo Insecticide.....	49,880
High Rock Ginger Ale.....	49,366	Boyden's Honey.....	10,763	Larvex.....	252,533
Hills Bros. Red Can Coffee.....	1,145,276	Burnett's Extract.....	79,291	Limisan & Ekiside.....	1,031
Hires.....	156,196	Cain's Mayonnaise.....	24,364	Mosquitone.....	12,731
Hires Milk Shake.....	14,927	California Home Brand.....	46,818	Oronite Fly Spray.....	95,870
Hoffman Beverages.....	129,176	Continental Malt & Wine Flavors.....	1,491	Plantgard.....	9,818
Holloway's London Dry.....	8,806	Dominio Sugar.....	186,943	Rat Killer No. 9.....	38,437
Hollywood Dry Ginger Ale.....	8,580	Durkee's Salad Dressing.....	131,736	Rat-Nip.....	5,298
Horlicks Malted Milk.....	74,212	French's Mustard & Spices.....	13,686	Roach Doom.....	27,913
Hygeia Coffee.....	27,193	Gelfand's Condiments.....	84,846	Se-Fly-Go.....	13,794
India Tea.....	421,636	Gold Medal Mayonnaise.....	12,755	Stearns Electric Paste.....	106,816
Jewell Tea & Coffee.....	130,823	Grandma's Molasses.....	9,468	Tanglefoot Spray & Fly Paper.....	137,361
Jung & Wulff Cordials & Extracts.....	20,871	Guasti Flavoring Extracts.....	36,755	Terro Ant Killer.....	7,484
Kaffee Hag.....	233,214	Gulden's Mustard.....	239,764	Thousand Dollar Roach Killer.....	49,761
Ko-Pa Fruit Drinks.....	74,034	H. P. Sauce.....	17,829	Vendom.....	179,342
Lakewood Coffee.....	32,880	Heinz Condiments.....	534,965	<b>TOTAL.....</b>	<b>3,414,611</b>
LaTouraine Coffee & Tea.....	309,245	Hellman's Condiments.....	285,255		
Lipton's Tea.....	318,469	Henard's Products.....	7,281	Malt and Hops	
Loft's Chocolate Flavored Malted Milk.....	65,747	Imperial Sugar.....	72,828	American Beauty Malt Syrup.....	252,106
Lord Calvert Coffee.....	119,066	International Salt.....	177,750	Ballantine Zone Brand Malt Syrup.....	55,513
M. J. B. Coffee & Tree Tea.....	940,769	Ivanhoe Mayonnaise.....	154,602	Blatz Malt.....	332,047
MacDougall Coffee, Alice Foote.....	13,412	Jack Frost Sugar.....	580,136	Blue Ribbon Malt Extract.....	922,377
Manitou Beverages.....	110,872	Karo Syrup.....	18,338	Braumeister Malt Syrup.....	21,553
Mavis Chocolate Drink.....	405,215	La Choy Chinese Sauce.....	29,232	Buckeye Malt Syrup.....	228,428
Maxwell House Coffee & Tea.....	1,973,729	Lea & Perrin's Sauce.....	176,087	Budweiser Barley Malt Syrup.....	1,023,759
Mit-Che.....	67,259	Libby's Condiments.....	90,394	Canadian Maid Malt.....	10,114
Monarch Coffee.....	19,141	Morton's Salt.....	56,370	Double Dutch Malt Extract.....	21,831
Morning Sip Coffee.....	24,587	Paramount Salad Dressing.....	12,481	Gesundheit Malt Hop Extracts.....	23,322
Mountain Valley Water.....	258,857	Pompeian Olive Oil.....	80,898	Gold Top Hopped Malt Extract.....	20,763
Mount Cabin Beverages.....	1,587	Premier Salad Dressing.....	348,844	Hamm's Malt.....	76,212
Moxie.....	253,770	Prices' Extracts.....	173,131	Hazel Malt Syrup.....	10,370
Nash's Coffee.....	42,302	Pride of the Farm Catsup.....	107,023	Hercules Malt.....	9,655
Nu-Grape.....	75,556	Pride of the Home Dill Pickles.....	13,819	Homa Malt.....	20,328
Old Colony Brew.....	45,325	Sar-A-Lee Mayonnaise.....	4,686	Home Rule Malt.....	16,956
Orange Crush.....	121,656	Sauer's Flavoring Extracts.....	33,440	Ideal Malt.....	11,663
Pale Moon Ginger Ale.....	76,838	Stickney & Poor Spices.....	19,086	Jiffy Brumalt.....	65,210
Pickwick Ale & Stout.....	4,315	Sugar Institute, The.....	204,226	Miller Malt Syrup.....	9,242
Poland Water.....	11,852	Swansdown Powdered Sugar.....	32,708	Mount City Malt.....	20,098
Postum.....	501,171	Vermont Maid Syrup.....	44,373	Pabst Malt Syrup.....	111,180
Prima Beverages.....	59,022	Walker's Chili Seasoning.....	11,055	Puritan Malt.....	877,300
Rich's Instant Cocoa.....	6,804	Worcester Salt.....	45,367	Red Top Malt.....	599,271
Ridgways Tea.....	107,268	Wright's Salad Dressing.....	70,348	Ry-Oak Malt.....	3,522
Runkomalt.....	64,723	<b>TOTAL.....</b>	<b>4,356,723</b>	Schlitz Malt Syrup.....	308,377
Saegertown Ginger Ale.....	21,253	Dairy Products		Stone Malt Co.....	27,064
Salada Tea.....	846,313	Abbott's Milk & Ice Cream.....	187,904	Stroh's Malt.....	99,809
Sanka Coffee.....	282,049	Blue Hill Cheese.....	74,798	Trommer's Malt Brew.....	9,447
Schilling Coffee & Tea.....	75,815	Blue Valley Butter.....	213,748	Weenersten's Malthop.....	44,526
Seal Brand Coffee & Tea.....	367,051	Borden's Condensed Milk.....	677,849	<b>TOTAL.....</b>	<b>5,232,043</b>
Shivar Springs Beverages.....	16,242	Borden's Farm Products.....	373,228		
Silver King Fizz.....	38,365	Breakstone's Cheese.....	17,095	Meats and Fish	
Simpson Springs Beverages.....	11,426	Breyer's Ice Cream.....	171,723	Anglo Corned Beef.....	12,270
Sumoro Orange Juice.....	58,497	Carnation Milk.....	205,863	Amours Meat & Meat Products.....	415,084
Tao Tea Balls.....	9,111	Challenge Butter.....	6,084	Arpeko Meat Products.....	102,451
Tetley's Tea.....	224,867	Churngold Butterine.....	38,760	Davis Fish Products.....	26,849
Thompson's Malted Milk.....	252,191	Clearbrook Butter.....	61,183	Decker's Town Club Ham & Bacon.....	34,919
Toddy.....	453,730	Eskimo Pie.....	13,457	Deerfoot Farms Sausages.....	11,850
Valley Forge Special Beverages.....	46,360	Fairmont Products.....	24,213	Forty Fathom Fish.....	187,273
Wayne County Cider.....	30,021	Fro-Joy Ice Cream.....	1,028,181	Frye's Ham.....	118,263
Webb Coffee.....	40,887	Gem Nut Margarine.....	11,083	Geisha Crab Meat.....	23,387
Welch's Grape Juice.....	132,450	Hood's Dairy Products.....	133,986	Gorton's Fish Products.....	389,917
Whistle.....	11,572	Horton's Ice Cream.....	22,432	Harvard Brand Fish.....	12,678
White House Coffee & Tea.....	339,332	Hydrox Ice Cream.....	3,016,487	Japanese Canned Crab.....	15,431
White Rock Ginger Ale & Mineral Water.....	67,722	Jelke Good Luck Margerine.....	11,261,327	Kingan Meat Products.....	33,235
White Rose Tea & Coffee.....	127,237	Klim.....	52,177	Pioneer Minced Clams.....	94,959
Williams Root Beer Extract.....	7,328	Kraft Phenix Cheese.....	45,327	Prudence Corned Beef Hash.....	68,732
Yuban Coffee.....	17,285	Lion Brand Condensed Milk.....	15,254	Puritan Hams.....	52,517
Yummy Malt Drink.....	39,631	Morning Glory Butter.....	84,334	Silz Meat Products.....	33,865
Zuma.....	10,265	Nucoa Butter.....	19,992	Swift's Meat & Meat Products.....	724,619
<b>TOTAL.....</b>	<b>16,976,118</b>	Pabst-Ette Cheese.....	180,581	Underwood Deviled Hams.....	123,283
Cereals and Breakfast Foods		Pet Milk.....	34,384	Vogt's Meat Products.....	77,825
Carnation Oats.....	35,878	Reid Ice Cream.....	18,475	White Star Tuna Fish.....	108,390
Cream of Barley.....	53,757	Richnut Margarine.....	7,345	<b>TOTAL.....</b>	<b>2,667,797</b>
Cream of Malt.....	9,532	Shefford Cream Cheese.....	14,178		



## NEWSPAPER ADVERTISING OF 2,364 NATIONAL ADVERTISERS—(Continued)

Advertisers By Industries	1928 Lineage	Advertisers By Industries	1928 Lineage	Advertisers By Industries	1928 Lineage
<b>GROCERIES—(Continued)</b>		<b>GROCERIES—(Continued)</b>		<b>HEATING AND PLUMBING—(Continued)</b>	
<b>Soaps and Cleansers</b>		<b>Miscellaneous—(Continued)</b>		<b>Miscellaneous</b>	
Absorene Cleaner & H.R.H. Cleaner	27,708	Fluffo Lard	76,786	Aero Radiators	113,643
Ammo	45,671	Fould's Macaroni & Noodles	56,446	Anthracite Coal Operators	844,200
Association of American Soap & Glycerine Producers	451,432	Frank's Kraut	23,753	Atlantic Furnace Oil	27,966
Babbitt's Cleanser	7,176	Fuji Oriental Foods	26,993	C. C. & B. Coal	9,102
Bab-O	376,613	Gooch's Macaroni	11,461	Chem-O-Let	1,017
Bixby's Shoe Polish	55,387	Heinz Products	640,432	Crane Plumbing Supplies	17,757
Black Iron Stove Polish	26,003	Jack & Jill Gelatine	19,305	D. & H. Lackawanna Anthracite	12,326
Bon-Ami	232,569	Jell-O	124,140	D. L. & W. Coal	20,264
Bowlene	71,920	Jell-Well Dessert	192,605	Duro Automatic Water Softener	31,827
Brillo	1,586	Junket	9,683	Electric Furnace Man.	62,686
Carbona	91,389	Knox Gelatine	119,630	Elk River Coal & Lumber	74,248
Chipso	289,619	Kosto	13,860	Ford Coke	98,799
Christy's Rust Remover	744	Krumm's Macaroni	43,116	Heating by Gas	82,005
Climalene	98,315	La Choy Chop Suey	20,970	Hoffman Valves	26,681
Climax Cleaner	25,806	Libby Food Products	669,467	Hudson Coal	10,202
Clorox	258,819	Maine Potatoes	7,020	Jeddo Anthracite Coal	75,547
Dazzle Polish	24,894	Mazola	294,243	Koppers Koke	232,596
Diamond Dyes	100,841	Minute Gelatine	2,383	Lion Coal	18,551
Duz	104,388	Minute Jelly	31,114	Minneapolis Heat Regulator	157,947
Energene Cleanser	150,915	Mueller's Products	221,920	Pa. & Reading Coal & Iron	426,883
Fab	191,344	My-T-Fine Dessert	7,008	Pyrofax	42,926
Fels-Naptha Soap	66,349	None Such Mince Meat	20,291	Ruud Water Heater	38,414
Fyrpruf Polish	33,991	Pappys Products	43,997	Semet-Solvay Coke	25,184
Gartside's Iron Rust Soap	5,087	Quality Canned Foods	378,864	Standard Sanitary Plumbing	29,371
Gleen-Zit	7,706	Reichardt's Chocolate Dessert	36,778		
Gold Dust	556,217	Richardson & Robbins Products	20,085		
Gorham Silver Polish	443	Ritter Canned Products	58,606		
Griffin Shoe Polish	65,551	Sealdsweet Oranges & Grapefruit	33,150		
Gypsy Dyes	10,541	Silver Floss Kraut	7,178		
H. & H. Cleaner	11,875	Skinner's Products	28,196		
Ivory Soap	319,303	Skookum Apples	49,811		
Ivory Soap Flakes	242,996	Slade's Products	6,706		
Johnson's Wax	158,346	Snider's Preserves	11,236		
Kansas Household Cleanser	76,058	Snowdrift & Wesson Oil	1,388,858		
Kirkman's Soap	7,084	Standard Parawax	19,878		
Kirk's Flake Chips	15,628	Sunkist Fruits	367,019		
Kirk's Soap	63,529	Sunlite Gelatine	5,840		
Kitchen Klenzer	182,075	Sun Maid Raisins	15,084		
Kwiksol	236,297	Tidewater Products	15,666		
Linit	28,560	Tom's Toasted Peanuts	9,893		
Liquid Veneer	52,154	Two Minute Dessert	10,048		
Lux Flakes	1,842,695	Unifruit Bananas	397,070		
Melo Water Softener	25,576	Wilson's Food Products	13,223		
Milray Liquid Flea Soap	2,847	Wood's Mince Meat	13,312		
Mobo Soap	30,649				
Murphy's Oil Soap	17,075				
O-Cedar Polish	428,081				
Oakite	47,776				
Octagon Super Suds	467,125				
Old Dutch Cleanser	467,085				
Old English Wax	186,480				
Old Master Extra Dry Cleaner	32,920				
Oronite Cleanser	117,037				
Perfection Paint Cleanser	2,340				
Presto Cleanser	32,061				
Putnam Dyes & Dry Cleaner	18,646				
Red Cap Polishes	55,840				
Red Seal Lye	179,098				
Rinso	2,503,064				
Rit	117,717				
S. O. S. Cleanser	57,750				
Sapolio	25,608				
Shinola & 2 in 1	267,676				
Shumilk Polish	48,796				
Skidoo Cleanser	27,863				
Solvite Dry Cleaning Soap	75,448				
Sunset Dyes	36,394				
Sylpho-Nathol	40,505				
Tintex	398,045				
Tromite Water Softener	8,257				
Vanco Paste Soap	7,703				
Verk's Soap	17,827				
White King Soap	108,472				
Whitemore Shoe Polish	156,569				
Wondermist	6,234				
Woodtone Polish	164,003				
<b>TOTAL</b>	<b>12,794,191</b>				
<b>Miscellaneous</b>		<b>Heating and Plumbing</b>		<b>Insurance</b>	
American Beauty Macaroni and Noodles	76,612	Arcola and Vecto Heaters	122,965	Aetna Life Ins. Co.	43,015
Atwood Grapefruit	16,581	Clow Heating System	69,260	Amer. Credit-Indemnity Co.	54,701
Bean Hole Beans	469,679	Estate Heatrola	13,546	American Mutual	66,620
Beech-Nut Products	17,104	Glenwood Ranges	207,324	Continental Amer. Life Ins.	16,015
Bell's Food Products	10,730	Heatrola	10,099	Equitable Life Assurance	87,640
Best Foods	34,114	Hoffman Master Heater	4,219	Federal Life Ins. Co.	34,545
Bettman's Cherries	21,534	Holland Furnace	541,278	Grain Dealers Mut. Fire Ins.	1,915
Blue Goose Fruits	17,844	Humphrey Heater	14,673	Hancock, John, Life Ins. Co.	52,055
Bred-Spred (Jam)	11,625	Ideal Gas Water Heater	2,531	Hartford Cty. Mut. Fire Ins.	8,406
Campbell Soups	65,068	Kalamazoo Stove	42,364	Home Life Ins. Co. of N. Y.	5,785
Campfire Marshmallow Creme	80,844	Kewanee Boilers	89,979	Judea Life Ins. Co.	2,029
Certo	113,093	Monarch Ranges	129,932	Liberty Mut. Ins. Co.	70,792
Chalmer's Gelatine	14,029	Montclief Furnaces	43,180	Life Ins. Co. of Va.	24,187
Comet Rice	12,195	Mueller Gas Range	12,996	Mass. Mut. Life Ins. Co.	38,447
Crisco	524,188	Novelty Green Dragon Boilers	86,945	Merchants & Mfg. Fire Ins.	6,865
Delicia Sandwich Spread	21,560	Perfection Oil Heaters	132,692	Merchants Mut. Casualty Co.	7,230
Del Maiz Corn	71,681	Pittsburgh Water Heater	69,933	Metropolitan Life Ins. Co.	220,473
Diamond Walnuts	422,068	Red Cross Ranges and Furnaces	40,315	Mutual Life Ins. Co. of N. Y.	71,944
Don Amaizo	22,057	Reznor Stoves	80,122	Natl. Fire Ins. Co.	7,774
Duff's Products	22,132	Smoothtop Ranges	6,986	Natl. Protective Ins. Ass'n.	69,197
Eatmor Cranberries	79,670	Sunbeam Furnaces	2,314	Natl. Surety Co.	9,987
Eatmore Strawberries	9,493	Sunshine Gas Heater	15,995	N. Y. Life Ins. Co.	264,213
Faust Products	53,735	Thatcher Boilers and Furnaces	128,098	North American Accident Ins.	31,466
		Wedgewood Stoves	24,623	Old Line Life Ins. Co. Amer.	3,705
		Weil-McLain Boilers	179,990	Penn. Mutual Life	13,483
		Welsbach Hotzone Heaters	2,668	Phoenix Mutual Ins. Co.	25,339
				Postal Life Ins. Co.	6,007
				Protective Life Ins. Ass'n.	14,799
				Prudential Ins. Co.	186,802
				Sun Life Ins. Co. of Canada	63,762
				Travelers Ins.	50,708
				Twin Mutual of Boston	4,950
				U. S. Fidelity & Guaranty Co.	3,950
				Utica Mutual Ins. Co.	36,227
				West & Sou. Life Ins. Co.	14,450
				Twentieth Century Life Co.	168,325
				<b>TOTAL</b>	<b>1,793,418</b>
				<b>Jewelry</b>	
				Crystal Diamonds	9,581
				Dale Mfg. Co.	3,845
				Elgin Watches	33,169
				G-S Watch Crystals	2,947
				Goering, Elaine	44,092
				Lingerie "V" Chain	2,061
				Priscilla Rings	1,978
				Rogers Silverware	158,888
				Rogers Silver Plate, Wm.	164,880
				Royal Diamonds and Watches	2,112
				Sessions Clocks	3,496
				Shirley Watches	4,465
				Sterling Diamonds and Watches	8,077
				Studebaker Watches	19,456
				Sweet & Co., L. W.	3,431
				Wallace Silverware	16,699
				Winner Quality Jewelry	87,010
				<b>TOTAL</b>	<b>566,187</b>
				<b>Medical</b>	
				Rheumatism Remedy, A, 2851	15,281
				Absorbine, Jr.	111,451
				Acousticon	83,387
				Aderika	525,534
				Agmel Therapeutic Foods	55,414
				Airtex	33,245
				Akron Trusses	35,017
				Alertox	16,979
				Alexander's Healing Oil	3,007
				Alcock's Plasters	15,334
				Allenhr	218,363
				Allen's Foot Ease	115,267
				Allen's Ulcerine Salve	5,638
				American Phonophor Hearing Device	2,759
				American Vienna Eczema Treatment	11,303

## NEWSPAPER ADVERTISING OF 2,364 NATIONAL ADVERTISERS—(Continued)

Advertisers By Industries	1928 Lineage	Advertisers By Industries	1928 Lineage	Advertisers By Industries	1928 Lineage
<b>Medical—(Continued)</b>		<b>Medical—(Continued)</b>		<b>Medical—(Continued)</b>	
Angostura Bitters.....	81,241	Electro Thermal Treatment.....	24,074	Liquid Shumake.....	3,347
Anti-Kamnia.....	176,724	Ely's Cream Balm.....	56,371	Lithiated Buchu Tablets.....	42,136
Anti-Uric.....	16,557	End-O-Corn.....	6,125	Lithuric Salts.....	16,817
Arbolone Tablets.....	44,019	Epsomade Salts.....	43,501	Little Corporal Belt.....	340
Arzen.....	3,536	Epsol Tabs.....	27,313	Lovell, Mrs. Ellen.....	43,789
Askin's Cancer Cure.....	7,478	Epsul.....	4,229	Luden's Cough Drops.....	57,468
Asper Lax.....	15,486	Eptol.....	1,275	Lubert's Ake-No-More Capsules.....	13,616
Aspironal.....	207,857	Ercolin.....	83,382	Lynco Arch Cushions.....	9,380
Asthma Kaps.....	15,974	Eskey Tablets.....	6,987	Mack's Remedies.....	4,642
Asthma Sera.....	41,503	Eucalene.....	2,098	Magic Dot.....	8,247
Astypodyne Cough Syrup.....	6,687	Ex-Lax.....	174,750	Maltine Cod Liver Oil.....	104,580
Aurine Ear Balsam.....	126,884	Ezo.....	11,365	Marmola.....	1,157,838
Ayer's Cherry Pectoral.....	722,049	Fairyfoot Preparations.....	5,740	Martel's Pills.....	1,093
B. C. Neuralgia Cure.....	37,824	Father John's Medicine.....	450,795	Marvel Spray.....	4,357
Baalmann's Gas Tablets.....	100,677	Payro Reducing Salts.....	283,992	Mathieu's Cough Syrup.....	3,554
Babek Elixir.....	5,219	Feen-A-Mint.....	304,351	McCleary, Dr. A. S.....	116,066
Baker Associates, Dr. Lewis.....	72,798	Fitchmul.....	32,695	McKesson & Robbin's Eye Bath.....	22,724
Balmwort Tablets.....	12,271	"S Drops".....	6,431	McNeil's Preparations.....	14,984
Barbo Compound.....	96,750	Flaxolyn.....	144,412	McWethy Bladder Treatment.....	6,947
Baume Bengue Analgesique.....	328,704	Fleischmann's Yeast.....	3,092,238	Menthodyne.....	48,756
Bayer's Aspirin.....	4,286,817	Fletcher's Castoria.....	1,799,996	Mentho-Laxene.....	12,241
Beecham's Pills.....	119,639	Foley's Preparations.....	186,046	Mentho-Lic Wafers.....	21,706
Bejean Rheumatism Cure.....	51,302	Formamint.....	37,230	Mentho Sulphur.....	3,015
Bell-Caps.....	17,348	Fox's Rheumatism Remedy, Dr.....	1,619	Midol.....	397,562
Bell-Ans.....	370,938	Freedol.....	5,431	Miffin Alcohol.....	8,714
Bevill's Eczema Lotion.....	38,661	Freezone.....	564,107	Mike Martin's Liniment.....	55,406
Bi-Nesia.....	35,392	Frontier Asthma Cure.....	154,584	Miles, Remedies, Dr.....	30,126
Bisurated Magnesia.....	184,444	Fruit-A-Tives.....	27,323	McCoy's Cod Liver Oil Tablets.....	979,706
Black & White Ointment.....	45,201	Fugate Asthma Remedy, Dr.....	22,720	Miller Herb Extract.....	324,960
Blosser's Remedies, Dr.....	167,805	Fulton's Compound.....	661	Miller's Antiseptic Oil.....	6,722
Blue Jay Corn Plaster.....	82,705	Gaduette Tablets.....	14,763	Milnesia Wafers.....	196,716
Bon Opto.....	33,846	Gem Ear Phone.....	6,024	Mistol.....	108,989
Bon-Tone.....	182,923	Gen-Tone.....	6,286	Mitchell's Eye Salve.....	13,819
Borozone.....	20,691	Germoral.....	202,815	Moone's Emerald Oil.....	456,716
Boschee's Syrup.....	10,027	Gino Pills.....	12,862	Morex.....	42,000
Bovril.....	41,960	Glandogen Tablets.....	4,284	Mosso's Oil.....	9,250
Brandreth's Pills.....	5,792	Glyco-Thymoline.....	58,642	Mother Gray's Sweet Powders.....	49,189
Bronchi-Lyptus.....	2,154	Gordons.....	63,724	Mother's Earth.....	2,530
Bronchotone.....	1,126	Grants Epilepsy Treatment.....	1,676	Mother's Friend.....	230,247
Bronchuline Emulsion.....	34,983	Gray's Ointment.....	12,685	Mul-En-Oil.....	6,870
Brooks, Mrs. Josephine.....	1,413	Green's August Flower.....	8,343	Muller's Famous Prescriptions.....	5,075
Brooks Rupture Appliances.....	176,569	Grove's Bromo Quinine.....	1,416,107	Munyon's Liniment.....	6,631
Brown's Bronchial Troches.....	2,688	Grove's Tasteless Chill Tonic.....	188,013	Munyon's Remedies.....	3,156
Brown's Drink Treatment.....	3,757	Guasti Tonic.....	122,875	Murman's Compound.....	3,537
Buenger's Stomach Powders.....	7,199	Haine's Golden Treatment.....	47,239	Mustang Liniment.....	15,141
Bulgarian Herb Tea.....	92,798	Hall's Catarrh Medicine.....	78,007	Musterole.....	616,959
Bumstead's Worm Syrup.....	28,568	Hamburg Breast Tea.....	29,921	Myrrh-Lyptol.....	27,034
Bunte Cough Drops.....	59,063	Hand's Teething Lotion, Dr.....	21,258	Nacor.....	76,846
Burton Medical Advice.....	48,938	Harrell Treatment.....	135,048	Natural Body Braces.....	2,160
Burt's Spinal Appliances.....	5,377	Hartshorn Products, Dr.....	1,814	Nature's Remedy.....	150,911
Caldwell's Syrup of Pepsin.....	1,533,669	Hay Fever Treatment.....	607	Neutroids.....	2,196
California Pig Syrup.....	1,026,854	Heet.....	37,823	Newman's Reducing Treatment, Dr.....	88,289
Calocide Foot Remedy.....	1,574	Hemo Liver.....	81,654	Normalets.....	8,362
Calotabs.....	311,695	Hemroids.....	179,262	Nujol.....	834,658
Camphorole.....	24,933	Herbine.....	6,114	Nurito.....	188,721
Cannady's Eczema Remedy.....	7,341	Herbs of Life.....	10,888	O'Joy Corn Wafers.....	19,654
Capillaris.....	14,682	Hildebrand Gallstone & Liver Pills, Dr.....	14,267	O. M. Tablets.....	45,245
Capudine.....	147,253	Hill's Cascara Bromide Quinine.....	599,631	Oil of Salt.....	25,439
Carbol.....	24,871	Hitchcock's Laxative Kidney and Blood Powder.....	9,470	Opaline Remedy.....	6,698
Cardui.....	442,831	Hurst Rheumatism Remedy.....	4,714	Outgro.....	64,936
Carey's Marshroot Pres.....	13,189	Husband's Magnesia.....	8,544	Ovaltine.....	583,196
Carlsbad Sprudel Salts.....	12,862	Husky.....	24,520	Paddock's Gall Stone Treatment.....	31,299
Carter's Liniment.....	5,139	Hutzel Eczema Cure.....	79,351	Page, E. R., Treatment.....	15,325
Carter's Little Liver Pills.....	292,705	Hydrosal.....	8,885	Painpatch.....	3,732
Cascarets.....	571,371	I-On-A Co. Electric Magnetic Treatment.....	178,772	Palmoglobules.....	58,984
Casca Royal Pills.....	53,603	Imperial Eczema Medicine.....	9,511	Paper's Cold Compound.....	319,677
Case Rheumatism Remedy.....	53,970	Indiana Botanic Garden Herbs.....	1,665	Pape's Diapepsin.....	278,168
Chamberlain Remedies.....	47,783	Ironized Yeast.....	828,083	Paris Cold Cure.....	16,265
Chase Remedies, Dr. A. W.....	8,578	Ironux.....	23,024	Partola.....	60,072
Chaulmex.....	8,859	J. B. L. Cascade.....	18,874	Pazo Ointment.....	152,179
Cheney's Expectorant.....	13,165	J. C. Pile Remedy.....	15,311	Pedodyne Process.....	114,617
Chichester Pills.....	80,206	Jackson's Stomach Treatment.....	10,330	Pellagra Treatment.....	28,519
Coco-Cod.....	74,857	Jacob's Laxative Salts.....	6,387	Pepsin Seltzer.....	24,985
Coffee Catarrh & Deafness Treatment, Dr. W. O.....	176,944	Jad Salts.....	703,392	Pepto Pads.....	18,975
Colac Pile Pills.....	32,603	Jame's Headache Powders.....	23,596	Pertussin.....	305,405
Collipaste Reducer.....	19,284	Jiffy Toothache Drops.....	18,109	Peterson's Ointment.....	161,849
Collins Rupture Cure.....	69,539	Johann Hoff Malt Extract.....	29,258	Phenoleptol.....	9,499
Collum Dropsy Remedy.....	23,132	Johnson's Red Cross Kidney Plaster.....	75,119	Phillip's Milk of Magnesia.....	1,572,716
Coolene.....	125,834	Joint Ease.....	267,130	Phungen's Stomach Treatment.....	1,752
Corex.....	37,772	Joyz Yerba Mate.....	32,737	Pierce's Anuric Tablets.....	35,623
Creo-Lyptus.....	7,973	Juniper Tar Compound.....	23,973	Pierce's Favorite Pres.....	301,889
Creomulsion.....	910,104	Kaiser Rupture Remedy.....	53,134	Pierce's Golden Medical Discovery.....	238,141
Creosene.....	19,971	Keeley Institute.....	32,208	Pierce's Pleasant Pellets.....	8,649
Cystex.....	208,203	Kellogg's Rational Treatment.....	88,725	Pinex.....	452,848
Dare's Mentha Pepsin.....	76,573	Kohler Antidote.....	47,662	Pinkham's Products, Lydia E.....	2,963,305
Darlington, W. R.....	3,254	Kohler One Night Corn Cure.....	109,437	Piso for Coughs.....	77,401
Davis Mentholized Beans.....	7,604	Kondon's Catarrhal Jelly.....	102,351	Plant Juice.....	122,204
Dean's Asthma Remedy.....	10,007	Konjola.....	952,153	Plapao Pads.....	85,474
Degen's Radio-Active Pads.....	125,401	Kosine.....	2,171	Pluto Water.....	356,987
Dent's Toothache Gum.....	6,810	Kruschen Salts.....	30,457	Poslam.....	161,967
Dioxol.....	97,452	Kurokol.....	26,407	Prostone Specific.....	1,712
Doan's Expectorant.....	24,638	L.....	12,017	Nozol.....	101,397
Doan's Kidney Pills.....	974,091	Landon & Warner Reducing Belt.....	272	Payne's Treatment.....	10,769
Doan's Tonic Tablets.....	73,376	Lanes Asthma Cure.....	39,782	Pullen Rupture Treatment.....	23,224
Dreco.....	33,364	Lavoptic.....	4,953	Pyramid Pile Cure.....	162,931
Dyer's Direct Treatment.....	40,003	Laxa-Pirin.....	15,131	Pyrol.....	198,579
Dyer's Rheumatism Remedy.....	2,178	Leavitt, Dr. Health Books.....	615	Pyro-Pine.....	67,092
E-Z Tooth Filler.....	10,403	Leonard Ear Treatment.....	21,231	Quix.....	5,309
Eade's Pills.....	19,516	Lepso, R.....	18,670	Rabalm.....	81,703
Earakine.....	2,064	Licod.....	14,031	Rahnous Prescription.....	7,687
Eatonic.....	4,632	Liepe Pharmacy.....	4,577	Rayminol.....	2,929
Edward's Olive Tablets, Dr.....	651,794	Lifetone.....	51,084	Raz-Mah.....	5,531
Elmer & Amend.....	3,248	Linonine.....	26,933	Red Cross Cough Drops.....	2,007
Eksip Tablets.....	1,126			Red Cross Liver Pills.....	4,594
Elder's Prescriptions, Dr.....	101,937			Redwood Teepee Tonic.....	33,790
				Regulin.....	21,106



**NEWSPAPER ADVERTISING OF 2,364 NATIONAL ADVERTISERS—(Continued)**

Advertisers By Industries	1928 Lineage	Advertisers By Industries	1928 Lineage	Advertisers By Industries	1928 Lineage
Medical—(Continued)		Medical—(Continued)		Musical Instruments—(Continued)	
Rem.	327,081	Way Ear Drum.	5,253	Steinway Piano.	18,138
Remlock.	3,209	Weedon Co., The S. L.	2,537	Victor Phonographs & Records.	1,276,581
Rem-Ola.	22,162	Weil Reducing Belt.	20,983		
Renault Wine Tonic.	14,414	Weldona Tablets.	49,094	TOTAL.	4,039,300
Resinol.	931,215	Wheeler's Nerve Vitalizer.	13,218		
Rexall Orderlies.	103,353	White Caps Rim.	2,176	OFFICE EQUIPMENT	
Rheuma.	50,663	White Cloverine Salve.	38,493	Addressograph.	46,693
Rice Rupture Treatment.	212,619	White Wonder Salve.	70,064	Allen-Wales.	790
Richartz Treatment.	31,157	White's Cream Vermifuge.	3,274	Arnold Check Writer.	539
Rinex.	56,393	Whittier Treatment, Dr. H. J.	23,802	Art Metal.	43,286
Rite-Water Reducer.	17,318	Whoop-A-Tone.	15,871	Burroughs Adding Machines.	26,181
Rock, Dr. A. A. Goitre Remedy.	21,845	Williams Pink Pills.	26,234	Carter Pens.	17,401
Rountree, Dr. W. C.	4,837	Williams Treatment.	45,255	Clearly Adding Machine.	8,391
Rowle's Mentho Sulphur.	27,953	Wilson Ear Drum.	1,607	Conklin Pen.	124,492
Rowle's Red Pepper Rub.	65,254	Wolf's Stomach Treatment.	46,222	Corona Typewriter.	4,102
Rub-On.	18,233	Woofter's Corn Remedy.	883	Ediphone.	118,903
S. S. S.	2,715,577	Yeast Foam Tablets.	154,827	G. F. Steel Office Equipment.	12,281
St. Jacob's Oil.	68,251	Yodina Pile Treatment.	4,881	Mosinee Paper.	57,539
St. Joseph's Remedies.	553,127	Zemo.	464,009	Nardi Tri-Color Pencil.	262
Sal-Hepatica.	137,380	Zerbst for Colds.	3,734	National Cash Register.	27,324
Salicon.	45,248	Zilatone.	15,802	Parker Pens and Pencils.	833,352
Sanborn Home Treatment.	17,035	Zonite.	79,911	Reidell Repeater Pencils.	5,538
San Cura.	7,196			Remington-Rand Products.	95,073
Santal Midy.	72,114	TOTAL.	64,572,697	Royal Typewriters.	419,437
Santonin.	468			Shaw-Walker.	94,300
Saratoga Hathorn & Geyser Water.	11,875	MEN'S WEAR		Sheaffer's Pens and Pencils.	632,078
Save the Baby.	12,966	B. V. D. Underwear.	256,953	Telesco Partitions.	10,776
Saxol.	6,326	Beau Gallant.	25,433	Underwood Typewriters.	53,262
Schenck's Mandrake Pills.	16,048	Big Yank Shirts & Underwear.	203,026	Wahl Eversharp.	370,607
Scholl, Dr. Zino Pads.	668,198	Carhartt Overalls.	762	Waterman Fountain Pens.	511,396
Scott's Emulsion.	635,324	Carlton Shirts.	524	Yawman & Erbe.	7,038
Seequit.	6,104	Celanese Underwear for Men.	15,215		
Seminole Products.	3,449	Cluett Peabody Shirts & Collars.	34,864	TOTAL.	3,521,047
Severas Cough Balsam.	13,913	Cooper Underwear.	31,925		
Shur-Off.	140,019	Crown Overalls.	30,683	PUBLICATIONS	
Simpson's Remedies.	20,461	Dobb's Hats.	18,108	Books	
Si-Nol.	90,147	Duofold Underwear.	152,779	Abingdon Press, The.	9,145
Sinuseptic.	156,050	Eagle Knit Caps.	33,460	Appleton & Co., D.	63,897
Sit-I-Cide.	21,696	Ecuadorian-Panama Hats.	28,844	Atlantic Monthly Press.	1,717
Sloan's Liniment.	709,770	Emerson Hats.	13,765	Atlantic Publications Educational	
Smith Bros. Cough Drops.	21,407	Faultless Pajamas.	19,188	Directory.	261
Smith Bros. Cough Syrup.	130,110	Fowne's Gloves.	1,073	Audel, Theo. & Co.	4,291
Sorbol Quadruple.	58,790	Gastonbury Underwear.	65,011	Avondale Press, Inc., The.	3,716
Spalding Plasters.	4,205	Glenkirk & Lambak Clothing.	9,288	Babson Statistical Organization	1,817
Spicer's Nux Herbs.	93,668	Gordon's Hats.	47,795	Barse & Co.	833
Sproule Catarrh Treatment.	7,804	Hane's Underwear.	380,929	Bloch Publishing Co., Inc.	1,107
Squibb's Castor Oil.	61,796	Hansen's Gloves.	11,712	Bobbs-Merrill Co.	57,470
Squibb's Cod Liver Oil.	75,077	Hart, Schaffner & Marx.	396,948	Boni, Albert & Charles, Inc.	22,491
Squibb's Diet for Reducing.	35,844	Headlight Overalls.	7,337	Boni & Liveright, Inc.	55,356
*666.	234,786	Hickok Belts.	94,874	Bookman, The.	13,067
Squibb's Epsom Salts.	13,909	Interwoven Hosiery.	23,193	Brentanos.	31,784
Squibb's Milk of Magnesia.	15,355	Ivory Garters.	84,630	Business Economic Digest.	3,359
Squibb's Sodium Bicarbonate.	14,590	Keith Hats.	20,955	Carrier & Co., Louis.	6,638
Squibb's & Son, E. R.	15,514	Knapp Felt Hats.	149,109	Club Fellow, The.	898
Standard Laboratories.	5,803	Knit-Tex and Worsted-Tex.	24,696	Collier, P. F. & Son.	5,965
Stuart's Calcium Wafers.	195,595	Lamson & Hubbard.	20,616	Copeland & Co., Inc., Lewis.	8,207
Stuart's Dyspepsia Tablets.	200,236	Lastlong Underwear.	14,010	Cosmopolitan Book Corp.	44,477
Sulperb Tablets.	2,774	Lee Overalls.	79	Day Co., The John.	12,905
Summer's Bed Wetting Remedy.	11,978	Lorraine Fabric Cloth.	79,328	Dial Press, Incorporated.	4,111
Summer's Stammer Treatment.	1,925	Mallory Hats.	3,275	Dodd, Mead & Co.	22,996
Sykes Comfort Powder.	44,341	Mallory Hats.	3,275	Dorrance & Co.	557
Sylpho Dyne.	4,973	Middishade Serge.	18,696	Doubleday Doran & Co., Inc.	105,969
Tak-Off.	1,261	Nurotex Knickers.	61,271	Duffield & Co.	4,416
Tanlac.	659,877	Oshkosh Overalls.	456	Dutton & Co., E. P.	61,794
Tarrant's Seltzer Aperient.	43,381	Otis Underwear.	24,380	Elizabeth Ann Guild.	9,572
Teethina.	34,951	P. Q. A. Union Suits.	44,989	Franklin Publishing Co.	1,111
Ten Herbs.	163,527	Palm Beach Cloth.	138,637	Funk & Wagnalls.	63,474
Tescum Powder.	3,452	Paris and Hickory Garters and		Gold Leaf Topics.	13,593
Tetterine.	46,316	Suspenders.	344,605	Goodspeeds Book Shop.	12,036
Texas Wonder.	31,427	Patrick's Famous Wool Products.	1,828	Greenberg.	4,851
Theford's Black-Draught.	371,410	Pioneer Tailoring Company.	828	Grolier Society, The.	18,002
Thermaloid Treatment.	3,733	Priestley's.	28,774	Haldeman-Julius Publications.	469,589
Thoxine.	1,184,524	Roggen Bros. & Co. Shirts.	5,569	Hale Cushman & Flint.	1,175
Titchenor's Antiseptic, Dr.	46,435	Schloss Bros. Clothing.	12,051	Harcourt Brace & Co.	39,461
Tiz.	240,533	Sealpax Underwear.	41,297	Harper & Bros.	57,902
Tonsoline.	147,302	Society Club Hats.	10,970	Health Atorium.	629
Triner's Bitter Wine.	70,421	Spur Ties.	43,664	Henkle Co., Rae D.	8,175
True's Elixir, Dr.	53,223	Stetson Hats.	13,884	Holt & Co., Henry.	11,022
Tru-Lax.	23,606	Strauss Levi Overalls.	25,068	Houghton Mifflin Co.	53,501
Trunk's Prescription.	8,238	Thermo Coats.	80,770	Independent Education.	1,495
Turner's Quick Relief Salve.	19,710	Thoroughbred Worth & Keith Hats.	112,133	Interstate Publishing Co.	374
Tutt's Liver Pills.	54,475	Tim's Caps.	10,669	Investment Research Bureau.	1,622
Tyroler Ear Conformer Cap.	1,369	Topkis Athletic Underwear.	9,164	Knopf, Alfred A.	37,497
Unger, Madeline E.	8,283	Townsend Grace Hats.	8,222	Lieberman, Gerry Pascal.	3,375
Unguentine.	76,962	Travelo Swim Suits.	432,602	Lippincott Co., J. B.	32,080
Van Vleck Pile Treatment.	3,832	Van Heusen Shirts and Collars.	7,571	Literary Guild of America.	19,309
Vapex.	216,033	Washington Shirts.		Little, Brown & Co.	61,348
Vaseline.	8,354	TOTAL.	3,991,319	Longman's, Green & Co.	14,053
Vick's Vapo Rub.	808,913	MUSICAL INSTRUMENTS		Lothrop Lee & Shepard & Co.	2,572
Victor's Gall Stone Remedy, Dr.	1,964	Ampico.	1,482	Macaulay Co., The.	29,140
Vinco Herb Tablets.	7,449	Baldwin Piano.	2,362	MacFadden Publications, Inc.	28,198
Vinol.	52,336	Brunswick Phonographs & Records.	1,694,888	MacMillan Co., The.	118,277
Vi-Rex Violet Ray.	18,657	Columbia Phonographs & Records.	967,337	Macrae Smith Co.	2,814
Virginia Dare Wine Tonic.	99,432	Deagan Chimes.	418	MacVaugh, Lincoln.	4,389
Vicose Method.	45,230	Grey Gull Records.	14,891	McBride, Robt. M. & Co.	1,408
Vit-O-Net.	24,004	Hoehner Harmonica.	32,201	McClure & Co., A. C.	16,772
Viuna.	58,807	Kimball Piano.	4,540	Merriam & Co. G. & C.	111,317
Volz Anti-Rheum.	8,828	Orkeh Records.	24,712	Minton Balch & Co.	22,584
W. T. B. Laboratories.	62,396	Serenelli Accordions.	1,747	Modern Library.	3,422
Wallace Method, The.	8,567			Moody's Investors Service.	9,068
Wallace Toast for Reducing.	82,515			William Morrow & Co.	10,433
Walter, Dr. Jean.	8,726				
Ward's Dr., Milk of Magnesia					
Tablets.	708				
Warner's Compound.	17,181				
Waterbury's Compound.	68,024				



## NEWSPAPER ADVERTISING OF 2,364 NATIONAL ADVERTISERS—(Continued)

Advertisers By Industries	1928 Lineage	Advertisers By Industries	1928 Lineage	Advertisers By Industries	1928 Lineage
<b>PUBLICATIONS—(Continued)</b>		<b>PUBLICATIONS—(Continued)</b>		<b>RADIO—(Continued)</b>	
<b>Books—(Continued)</b>		<b>Newspapers—(Continued)</b>		<b>Tubes—(Continued)</b>	
Natural Health Service.....	491	Gannett Newspapers.....	12,379	De Forest Audions.....	229,081
Nelson & Sons, Thomas.....	8,860	Hartford Times.....	3,186	Gold Seal Tubes.....	6,095
Norton & Co., W. W.....	7,295	Montreal Star, The.....	58	Radiotrons.....	434,381
Open Court Pub. Co.....	488	Newburgh Beacon News.....	1,117	Raytheon Tubes.....	29,063
Open Road, Inc.....	1,622	N. Y. American.....	16,962	Sonatron Tubes.....	89,682
Oxford University Press.....	1,469	N. Y. Herald Tribune.....	16,552	Sylvania Tubes.....	83,111
Page & Co., L. C.....	8,286	New York Post.....	144,068		
Payson & Clark.....	6,726	The New York Times.....	30,097		
Penn Publishing Co.....	28,639	Phila. Inquirer, The.....	53,258		
Putnam's Sons, G. P.....	35,169	Phila. Public Ledger.....	13,082		
Reilly & Lee.....	2,119	Philadelphia Record.....	31,788		
Revell, Fleming H. Co.....	393	Pittsburgh Press, The.....	57,458		
Reynolds Publishing Co.....	142	Plainfield-Courier News.....	997		
Running Horse.....	17,521	Rochester Times Union.....	11,084		
Schauble H. & Co.....	648	St. Louis Globe Democrat.....	54,043		
Sears & Co., Inc., J. H.....	22,376	St. Louis Post Dispatch.....	42,479		
Shaw, A. W. Co.....	4,146	Scripps-Howard Newspapers.....	151,725		
Simon & Shuster.....	25,927	Sun, The.....	56,038		
Standard Pub. Co.....	8,522	Sunday News.....	29,064		
Star Company.....	13,281	Toronto Star Weekly.....	3,818		
Stokes, Fred A. & Co.....	50,900	Utica Observer Dispatch.....	1,741		
Stratford Co., The.....	362	World and Evening World, The.....	48,329		
Sully & Co., George.....	4,087				
Towne Elizabeth Co., The.....	486				
Union Library Association.....	511				
University of Pa. Press.....	995				
Vanguard Press.....	2,677				
Vinal, Ltd., Harold.....	605				
Washburn Ives, Inc.....	7,987				
Willett, Clark & Colby.....	1,657				
Wilson, H. W.....	3,966				
Womrath, Inc., Arthur P.....	2,448				
<b>TOTAL.....</b>	<b>2,115,773</b>	<b>TOTAL.....</b>	<b>1,951,270</b>	<b>TOTAL.....</b>	<b>1,836,491</b>
<b>Magazines</b>		<b>RADIO</b>		<b>Miscellaneous</b>	
American Banker.....	1,344	<b>Batteries and Eliminators</b>		Acme Radio & Elec. Products.....	6,742
American Magazine.....	169,040	Bright Star Batteries.....	82,380	Aerovox Products.....	556
American Mercury.....	6,402	Burgess Battery.....	138,174	Amperite Radio Parts.....	415
American Weekly.....	132,496	Diamond Radio Battery.....	15,604	Armstrong Elec. & Mfg. Co.....	14,267
Battle Stories Magazine.....	12,520	Eveready Radio Batteries.....	903,397	Balkite Battery Charge.....	24,056
Billboard.....	8,687	Knapp Power Kit.....	31,154	Birnbach Extension Cord.....	1,074
Butterick Publishing Co.....	74,311	Philco Products.....	141,795	Boston New Station Separator.....	2,073
Century Magazine.....	30,962	R. B. Chargers.....	2,629	Bremer-Tully Parts.....	13,821
Collier's & Sons Co., F. P.....	34,852	Ray-O-Vac Batteries.....	51,560	Carborundum Products.....	7,923
Conde Nast Pub. Co.....	6,037	Roll-O "B" Eliminator.....	3,639	Carter Radio Supplies.....	944
Cosmopolitan Magazine.....	667,567	Sterling A. & B. Power Team.....	13,799	Cities Service Radio Program.....	15,777
Crowell Publishing Co.....	106,138	Townsend "B" Socket Power.....	2,799	Clarostat Radio Parts.....	1,268
Curtis Publishing Co., Pubs.....	15,836	Tyrman Batteries.....	2,831	De Jur Radio Products.....	1,537
Current History Magazine.....	12,860	Willard Radio Power.....	25,833	Dodge Bros. Radio Program.....	36,519
Delineator Magazine.....	280,848	Yale Batteries.....	4,652	Electrad Products.....	2,551
Fawcett Publications, Inc.....	5,016			Ekon Charge.....	6,311
Financial World, The.....	25,211			Everyman "4" Kit.....	1,409
Forbes Magazine.....	5,860			Fisk Time to Retire Boys.....	5,426
Forum Pub. Co., The.....	2,250			Geppert Static Eliminators.....	1,580
German Vogue.....	26,446			Hammerlund-Roberts Products.....	6,778
Good Housekeeping.....	401,424			Maxwell House Radio Hour.....	19,876
Harper's Bazar.....	39,768			National Broadcasting Co.....	2,867
Holland's Magazine.....	40,199			Pacent Radio Parts.....	11,790
House Beautiful Magazine.....	623			Par Volt Condensers.....	1,881
Hunting & Fishing Co.....	13,065			Radio Clearatuner.....	7,058
International Magazine Corp.....	23,712			Samson Radio Parts.....	2,744
Ladies' Home Journal.....	209,281			Sangamo Radio Parts.....	3,093
Liberty Magazine.....	186,021			Seiberling Tires Radio Hour.....	5,734
Literary Digest, The.....	121,137			Super-Ball Antenna.....	754
Magazine of Business, The.....	5,158			Thordarson Parts.....	1,048
Magazine of Wall Street.....	21,564			Tube Radio Accessories.....	16,568
McClures Magazine.....	33,864			Ward, Leonard, Radio Products.....	4,242
Motor Magazine.....	5,805			Yaxley Radio Products.....	722
Nation, The.....	2,894				
Nation's Business.....	115,189				
National Sportsman Magazine.....	7,074				
New Yorker, The.....	97,231				
Physical Culture.....	16,609				
Pictorial Review Co.....	342,957				
Plain-Talk.....	3,882				
Police Gazette.....	18,481				
Popular Aviations.....	2,815				
Prize Story.....	3,077				
Saturday Evening Post.....	184,165				
Scientific American.....	3,150				
Scribner's Magazine.....	70,058				
Smart Set Magazine.....	172,049				
Sport Story.....	13,790				
True Confessions.....	21,912				
True Story.....	1,447,385				
Wall Street Journal.....	18,400				
Wall Street News.....	3,551				
<b>TOTAL.....</b>	<b>5,270,973</b>	<b>TOTAL.....</b>	<b>21,207,603</b>	<b>TOTAL.....</b>	<b>229,424</b>
<b>Newspapers</b>		<b>Speakers</b>		<b>SPORTING GOODS</b>	
Boston Globe, The.....	58,061	Air-Chrome Speaker.....	606	A. C. F. Boats.....	14,762
Boston Transcript.....	5,955	Magnavox Speaker.....	68,331	Ayad Waterwings and Water Dogs.....	6,239
Boston Herald.....	20,742	Peerless Reproducer.....	199,081	Caille Motor Boats.....	3,418
Chicago Daily News.....	224,168	R. C. A. Loud Speaker.....	2,994	Chris-Craft Motor Boats.....	40,342
Chicago American.....	26,114	Temple Speaker.....	16,864	Cine Kodaks.....	93,646
Chicago Herald & Examiner.....	61,013	Tower Speakers and Head Sets.....	20,359	Colonel Golf Ball.....	62,146
Chicago Tribune.....	566,313			Columbia Bicycles.....	14,938
Christian Science Monitor.....	2,451			Dodge Water Car.....	9,149
Cleveland Plain Dealer.....	35,303			Eastman Kodak.....	257,016
Detroit News, The.....	48,925			Elco Motor Boats.....	11,291
Elmira Star Gazette.....	2,022			Evinrude Motors.....	9,633
Evening Bulletin, Phila.....	120,880			Gray Goose Golf Balls.....	35,826
				Hagen Golf Equipment, Walter.....	40,252
				Johnson Motor Boats.....	70,226
				Kroydon Golf Clubs.....	91,330
				Mordt Gym Set, The.....	1,078
				Reach Baseball Equipment.....	10,899
				Reddy Tee.....	30,774
				Remington Sportsman's Knife.....	1,260
				Siren Golf Balls.....	5,633
				Spalding, A. G.....	102,579
				U. S. Playing Card Co.....	218,297
				Wilson Golf Equipment.....	48,204
				Winchester Repeating Arms Co.....	3,191
				<b>TOTAL.....</b>	<b>1,182,129</b>
				<b>TOBACCO</b>	
				<b>Cigars</b>	
				Admiration Cigars.....	348,315
				Bayuk Phila. Hand Made Cigars.....	33,294
				Benefactor Invincibles.....	4,149
				Charles Denby Cigars.....	126,111
				Childs, Cigars, Geo. W.....	50,997
				Cinco Cigars.....	118,878
				Crane's Cigars.....	37,238
				Dutch Masters Cigars.....	967,842
				Edwin Cigars.....	2,086
				El Sidelo Cigar.....	125,845
				Elcho Cigars.....	15,011
				El Producto Cigars.....	1,655,351
				El Verso Cigars.....	146,371
				Emerson Cigar.....	18,481
				Far-A-Day Cigars.....	24,873
				44 Cigars.....	141,932
				Garcia Grande Cigars.....	35,334
				Girard Cigars.....	3,329
				Harvard Cigar.....	60,599
				Harvester Cigar.....	59,630
				Havana Ribbon Cigars.....	164,128
				Hav-A-Tampa Cigar.....	15,200
				Henrietta Cigars.....	15,355
				Henry George Cigars.....	302,797

## NEWSPAPER ADVERTISING OF 2,364 NATIONAL ADVERTISERS—(Continued)

Advertisers By Industries	1928 Lineage	Advertisers By Industries	1928 Lineage	Advertisers By Industries	1928 Lineage
TOBACCO—(Continued)		TOILET REQUISITES—(Continued)		TOILET REQUISITES—(Continued)	
<b>Cigars—(Continued)</b>		<b>Perfumes and Cosmetics</b>		<b>Miscellaneous—(Continued)</b>	
J. A. Cigars.....	52,944	Alabastine Manicure Prep.....	1,270	Auto Strop Safety Razor.....	258,996
John Ruskin Cigars.....	258,306	Anami Oatmeal Cleansing Cream...	3,852	Babex Deodorant.....	4,596
Judges Cave Cigars.....	12,438	Amorskin Products.....	26,565	Beauty Wave.....	8,939
Kilby Cigars.....	13,297	Arden Preparations, Elizabeth.....	122,595	Black & White Peroxide.....	4,286
King Edward Cigars.....	172,499	Bell Perfume.....	81,312	Bleachtex Tissue.....	6,849
King Perfecto Cigars.....	33,866	Black & White Products.....	940,832	Boyer's Preparations.....	25,376
Lady Churchill Cigars.....	2,974	Bonilla.....	16,005	Brownatone.....	89,447
La Fendrich Cigars.....	144,373	Bourjois Products.....	44,663	Calonite.....	107,617
La Palina Cigars.....	1,339,237	Buhl Preparations, Lucille.....	19,930	Cashmere Bouquet Products.....	4,868
Little Tom Cigars.....	23,657	Capri.....	40,758	Charles Flesh Food, Dr.....	1,431
Lovera Cigars.....	39,740	Caron Perfumes.....	36,855	Chernoff Beauty Products.....	121,672
Manuel Cigars.....	109,860	Coty Products.....	741,737	Clean Between Tooth Brush.....	11,632
Marshall Field Cigars.....	7,877	Daggett & Ramsdell Products.....	78,626	Cutex.....	65,088
Muriel Cigars.....	91,360	Deja Perfume.....	11,535	D. D. D.....	134,814
Napoleon Cigars.....	16,872	Djer Kiss Toilet Prep.....	256,210	Danderine.....	637,287
Noble Broadleaf Cigars.....	11,405	Finesse Face Powder.....	5,594	Delatone.....	18,660
Noble Diamonds.....	13,693	Garden, Mary, Preparations.....	15,406	Deodo.....	11,731
Odin Cigars.....	19,848	Golden Peacock Prep.....	122,003	*Derma-Rex.....	1,172
Optimo Cigars.....	4,514	Goldman, Mary T.....	168,896	Dermo-Ray Hair Treatment.....	39,142
Pacific Cigars.....	3,803	Gouraud's Oriental Cream.....	22,215	"Dew" Deodorant.....	2,892
Penn Point Cigars.....	15,443	Graham Lotion, Gervaise.....	15,337	Durham Antiseptic Refresh.....	28,685
Peter Schuyler Cigars.....	306,881	Gray Preparations, Dorothy.....	185,893	Eugene Permanent Wave.....	84,647
Pippins Cigars.....	34,542	Harley, E. C.....	211	Facacid.....	550
Resagas.....	36,594	Hind's Honey & Almond Cream.....	177,130	Farr's Gray Hair Restorer.....	20,344
Reynolda Cigars.....	11,500	Houbigant.....	508,283	Fasteeth.....	60,850
Robert Burns Cigars.....	796,157	Howard's Buttermilk Cream.....	23,897	Fitch's Dandruff Remover.....	29,202
Robert Emmet Cigars.....	42,887	Hudnut Products, Richard.....	74,045	Forhan Antiseptic Refresh.....	48,957
Rocky Ford Cigars.....	210,870	Innoxa.....	10,199	Frederics Permanent Wave.....	29,305
San Felice Cigars.....	165,325	Kissproof Products.....	93,792	Gay-Marr Hair Waver.....	1,196
Savarona.....	38,631	La Blache Powder.....	42,742	Gem and Ever-Ready Razors.....	365,478
7-20-4 Cigars.....	313,240	Lady Esther Prep.....	112,144	Gillette Safety Razor.....	33,519
Spitzer Cigars.....	2,155	Lamay Powder.....	31,199	Glazo.....	21,157
Sto-Gar-Ette.....	26,076	Le Jade Perfume.....	6,519	Glo-Co.....	91,966
Student Prince Cigars.....	3,484	Le Roy, Wm.....	2,086	Glostora.....	51,948
Tennyson Cigars.....	224,527	Mad Cap Rouge.....	3,673	Hair Groom.....	83,793
Tom Moore Cigars.....	33,809	Manon Lescaut Face Powder.....	19,376	Ha-Su-Ma.....	5,849
Travis Club Cigars.....	24,204	Mavis Preparations.....	356,900	Hi-Ja Hair Tonic.....	15,828
Van Dyke Cigars.....	802,486	Melba Preparations.....	419,520	Hopper Beauty Prep, Edna Wallace.....	359,848
Webster Cigars.....	275,437	Mello Glo.....	282,817	Ice-Mint.....	97,796
White Owl Cigars.....	1,193,745	Milky-Way Cream.....	740	Iris Eye Bath.....	18,228
Wm. Penn Cigars.....	900,367	Mystic Cream.....	4,166	Karets.....	3,363
Y. B. Cigars.....	91,620	Nadine and Nadinola Prep.....	149,573	Keen Hair Waving.....	13,622
<b>TOTAL.....</b>	<b>12,395,689</b>	Noxzema.....	314,047	Kolar-Bak.....	31,452
<b>Cigarettes</b>		Packers Charm.....	1,613	Koskatt Hair Treatment.....	1,665
Barking Dog.....	52,660	Pinaud's Products, Ed.....	174,883	Kotex.....	1,317,977
Camel.....	2,069,567	Pleville.....	5,268	Kriss Kross Products.....	27,602
Chesterfield Cigarettes.....	5,609,432	Pompeian Products.....	127,537	Kurlash.....	10,833
Clown Cigarettes.....	275,007	Ponds Extracts.....	272,051	La Cross Manicure Sets.....	53,037
Fatima.....	184,269	Primrose House Prep.....	65,440	Lanzette Prep, Annette.....	24,205
Lucky Strike.....	6,811,128	Princess Pat Beauty Aids.....	35,185	Lea's Hair Tonic.....	43,299
Marlboro.....	167,590	Pussywillow Powders.....	4,672	Liquid Arvon.....	170,695
Old Gold.....	9,609,786	Queen Skin Whitener.....	7,169	Listerine.....	6,353,061
Old North State.....	685,804	Quinlan, Kathleen Mary, Prep.....	7,988	Lotus Hair Restorer.....	17,965
O-Nic-O.....	7,388	Ramsdell Sulphur Cream.....	5,956	Lucky Tiger.....	190,032
Piedmont.....	651,668	Rubinstein, Inc., Helena.....	77,726	Lustr-It Nail Enamel.....	5,925
Salome Cigarettes.....	10,860	Ruppert Preparations.....	856	Martha Washington Beauty Prod.....	5,283
Smiles Cigarettes.....	75,574	Stillman's Toilet Goods.....	26,038	Marvo Beauty Preparations.....	27,435
Tareyton.....	321,628	Tangee Products.....	6,394	Maybelline.....	79,833
Three Kings.....	187,060	Thinc Hand Cream.....	145,440	Mercerolized Wax.....	213,201
Yorktown.....	212,594	White Rouge J-Adore.....	5,527	Merke Derma Vial.....	21,316
<b>TOTAL.....</b>	<b>26,932,015</b>	Wons Skin Treatment.....	599	Modess.....	1,380,684
<b>Tobacco</b>		<b>Soaps</b>		Monahato for the Hair.....	3,317
Edgeworth Tobacco.....	241,506	Amami Shampoo.....	4,143	Murine.....	36,661
Granger Rough Cut.....	751,717	Armand Toilet Preparations.....	45,572	Neet.....	95,991
Kentucky Flavoring Mixture.....	542	Black & White Skin Soap.....	31,380	Nestle Circuline Method.....	187,679
Mail Pouch Tobacco.....	66,070	Blondex.....	37,939	Newbro's Herpicide.....	51,825
Old Briar Tobacco.....	252,031	Blue Star Soap.....	7,839	New Process.....	1,092
Prince Albert.....	204,353	Burma Cream.....	8,623	Nibro Paper Towels.....	28,537
Velvet.....	201,499	Camay Toilet Soap.....	245,941	Northern Tissue.....	212,519
<b>TOTAL.....</b>	<b>1,717,718</b>	Chex Soap.....	6,981	Nourishine Products.....	45,924
<b>Miscellaneous</b>		Cocoa Hardwater Castile Soap.....	37,946	O. J.'s Beauty Lotion.....	6,330
Dunhill's Benzique.....	16,348	Colgate's Shaving Cream.....	65,854	Odor-Neve.....	7,672
Ronson Delight.....	26,690	Conti Castile Soap.....	20,250	Odorno.....	48,855
<b>TOTAL.....</b>	<b>43,038</b>	Cuticura Soap and Prep.....	1,847,540	O-Slend-O Reducing Method.....	2,580
<b>TOILET REQUISITES</b>		Dona Castile.....	264,901	Othine.....	70,806
<b>Dentifrices</b>		Fairy Soap.....	23,769	Parisian Sage.....	17,484
Albus.....	3,400	Gyneen Soap.....	4,665	Parker's Hair Balsam.....	34,494
Colgate's Dental Cream.....	736,716	Henna Foam Shampoo.....	6,532	Paul's Henna, B.....	9,355
Forhans.....	1,149,301	Ivory Toilet Soap.....	150,742	Pierre, Madame.....	332
Iodent Tooth Paste.....	2,610	Jap Rose.....	103,639	Pro-Phy-Lac-Tic Tooth Brush.....	27,480
Ipana.....	62,190	Lifebuoy.....	2,157,788	Queen Hair Treatment.....	9,354
Jack & Jill Tooth Paste.....	17,283	Lifebuoy Shaving Cream.....	17,962	Rap-I-Dol.....	6,489
Kolynos.....	586,218	Lux Toilet Soap.....	2,625,768	Reduzone.....	1,212
Lyons Tooth Powder.....	38,336	Marchand's Golden Hair Wash.....	105,491	Saxolite.....	3,100
Mu-Sol-Dent Dentifrice.....	61,513	Mennen's Shaving Cream.....	12,902	Schick Repeating Razor.....	6,198
New Mix Tooth Paste.....	96,332	Mulsified Coconut Oil Shampoo.....	336,798	Scottissue & Waldorf Toilet Paper.....	189,054
Orphos Tooth Paste.....	226,117	Narola Freckle Soap.....	903	Shovelene.....	8,582
Pebeo.....	786,733	National Hand Soap.....	454	Silmerine.....	2,749
Pepsodent.....	1,402,551	Octagon Toilet Soap.....	297,574	Softex.....	40,308
Pryo-Chek Tooth Paste.....	8,846	Olivilo.....	10,099	Soisette.....	2,843
Quident Tooth Paste.....	30,754	Packer's Soap and Shampoo.....	6,832	Spic-Deodorant.....	30,409
Smokedent Tooth Paste.....	3,536	Palmolive Soap.....	1,470,035	Technical Chemical Lab.....	2,937
Spearmint Tooth Paste.....	63,401	Rhodes Toilet Soap.....	658	Tek Tooth Brush.....	109,591
Squibb's Dentifrice.....	553,170	Scolding Locks Violet Shampoo.....	11,358	Thanx Nail Polish.....	14,895
Stewart Tooth Whytn.....	2,151	Swedish Shampoo.....	1,226	Thomas Hair Treatment.....	347,658
<b>TOTAL.....</b>	<b>5,831,158</b>	Sweetheart Soap.....	166,829	Tiffany Tiffany Builder.....	854
		Vaniva Shaving Cream.....	17,056	Tricho System.....	29,175
		Williams Shaving Cream.....	6,182	Trilety, M.....	176,395
		Woodbury Facial Soap.....	59,622	*Tussy Lip Stick.....	1,486
		<b>TOTAL.....</b>	<b>10,219,793</b>	Twinplex Razor Products.....	18,117
				Van Ess.....	105,082
				Viaderma.....	56,992
				Vitalis Hair Preparations.....	16,789
				Vreeland's Hairbrs.....	15,729



## NEWSPAPER ADVERTISING OF 2,364 NATIONAL ADVERTISERS—(Continued)

Advertisers By Industries	1928 Lineage	Advertisers By Industries	1928 Lineage	Advertisers By Industries	1928 Lineage
TOILET REQUISITES—(Continued)		TRANSPORTATION—(Continued)		TRANSPORTATION—(Continued)	
Miscellaneous—(Continued)		Steamships—(Continued)		Miscellaneous—(Continued)	
Wade & Butcher Blades.....	62,047	French Line.....	436,060	Chicago, Duluth & Georgian Bay Transit Co.....	61,893
Watkin's Toilet Preparations.....	1,848	Furness-Bermuda Line.....	143,984	Cleveland & Buffalo Transit Co.....	124,916
West Tooth Brush, Dr.....	30,268	Grace Line.....	50,748	Denver Tourist Bureau.....	10,147
Whyte Fox.....	77,209	Great Oil Burning White Liners.....	8,560	En Route Service Inc.....	6,609
Wildroot.....	617	Green Line Steamers.....	11,245	Guild Travel Bureau.....	23,370
Wink.....	8,138	Hamburg American Line.....	278,917	St. Petersburg Chamber of Com- merce, Florida.....	8,511
Wonderston.....	2,747	Holland American Line.....	158,245	Spanish Royal Mail, Agency.....	17,272
Wyeth's Sage & Sulphur Compound.....	338,944	Hudson River Day Line.....	182,591	Students' Travel Club.....	5,831
X-Bazin.....	79,231	Hudson River Night Line.....	129,416	Universal Travel Agency.....	6,946
Zanadu.....	30,852	International Mercantile Marine.....	355,018	University Travel Ass'n.....	3,319
Zip Toilet Preparations.....	8,798	Italia American Nav. Co.....	15,386		
TOTAL.....	15,743,756	Italia American Shipping Corp.....	29,180		
TRANSPORTATION		Italian Line.....	22,176		
Railroads		Lamport & Holt Lines.....	53,768		
Atchison, Topeka & Santa Fe.....	1,452,443	Lehigh Coal & Navigation Co.....	27,414		
Atlantic Coast Line.....	116,486	Lloyd Saboudo Line.....	57,664		
Baltimore & Ohio R. R.....	806,666	Los Angeles S. S. Co.....	452,601		
Bangor & Aroostook R. R.....	4,566	Louisville & Cincinnati Packet Co.....	3,407		
Boston & Albany R. R.....	30,733	Mallory Line.....	103,571		
Boston & Maine R. R.....	91,489	Matson Line.....	165,329		
Buffalo, Rochester & Pittsburgh Ry.....	3,722	Merchants & Miners Tran. Co.....	80,659		
Canadian National Rys.....	593,875	Munson Steamship Lines.....	67,345		
Canadian Pacific Railway.....	427,193	New England S. S. Co.....	76,433		
Central Ry. of Georgia.....	45,397	New England Tran. Co.....	15,761		
Central R. R. of N. J.....	110,769	New York & Cuba Mail S. S.....	18,371		
Chicago & Alton R. R.....	120,288	Norton German Lloyd.....	263,094		
*Chicago & Eastern Illinois Ry. Co.....	148,270	Norton Lilly & Co.....	23,607		
Chicago & North Western Ry.....	1,154,060	Norwegian American Line.....	25,371		
Chicago & North Western Union		Nippon Yusen Kaisha Line.....	87,653		
Pacific Ry.....	446,566	Old Dominion Line.....	18,495		
*Orchard White.....	206,056	Ocean S. S. Co. of Savannah.....	697,653		
Chicago, Burlington & Quincy R. R.....	488,775	Pacific Line.....	21,009		
Chicago Great Western R. R.....	207,582	Pacific Steam Navigation.....	15,306		
Chicago, Milwaukee & St. Paul Ry.....	759,164	Panama Mail S. S. Co.....	63,792		
Chicago, Milwaukee, St. Paul & Pacific.....	295,685	Panama Pacific Line.....	167,059		
Chicago, Rock Island & Pacific Ry.....	670,317	Porto Rico Line.....	65,324		
Delaware & Hudson Co. The.....	11,871	P. & O. Steamship Co.....	86,910		
Delaware, Lackawanna & Western R. R.....	158,649	Red Cross Line.....	8,169		
Erie Railroad.....	28,684	Red & White Star Line.....	13,067		
Fort Worth & Denver City Railway Co.....	85,330	Red Star Line.....	137,065		
Florida East Coast Ry.....	46,819	Royal Mail Steam Packet.....	7,583		
Great Northern Ry.....	630,303	Scandinavian American Line.....	21,607		
Great South Rys. of Ire.....	10,699	South American S. S. Co.....	8,368		
Illinois Central System.....	757,882	Southern Pacific S. S. Lines.....	29,704		
Lehigh Valley Railroad.....	169,608	Swedish American Lines.....	21,908		
London & North Eastern Ry. of England and Scotland.....	2,564	Union Castle Mail S. S. Co. Ltd.....	10,005		
London, Midland & Scottish R. R.....	10,731	Union Fruit Co.....	10,269		
Louisville & Nashville R. R.....	980,351	United States Lines.....	144,469		
Maine Central Railroad.....	10,494	White Star Line.....	322,662		
Minneapolis, St. Paul & Sault Ste. Marie Ry.....	98,656	White Star Navigation Co.....	2,476		
Missouri-Kansas Texas Lines.....	411,632				
Missouri Pacific R. R.....	634,714				
New York Central R. R.....	1,348,712				
N. Y., Chicago & St. Louis R. R.....	103,221				
N. Y., N. H., & Hartford R. R.....	126,470				
Norfolk & Western Ry.....	88,943				
Northern Pacific Ry.....	463,840				
Pennsylvania.....	1,458,980				
Pere Marquette Ry.....	31,531				
Pittsburgh & Lake Erie R. R.....	211,018				
Reading R. R. System.....	53,487				
St. Louis-San Francisco Ry.....	257,890				
Seaboard Air Line Ry.....	280,994				
Southern Pacific R. R.....	1,774,320				
Southern Railway System.....	730,056				
Swedish State Railway.....	708				
Union Pacific R. R.....	841,310				
Wabash R. R.....	410,314				
Washington-Sunset Route.....	19,724				
West Shore R. R.....	4,140				
TOTAL.....	20,434,747				
Steamships					
American Export Lines.....	5,186				
American Hawaiian S. S.....	6,336				
American Mail Line.....	14,846				
American Merchant Lines.....	12,748				
Anchor Line.....	31,913				
Bay State Line.....	27,643				
Canada Steamship Lines.....	181,454				
Canadian Australasian Royal Mail.....	493,475				
Canadian Pacific S. S. Co.....	563,192				
Chesapeake S. S. Co.....	19,876				
Clarke Steamship Co., Ltd.....	5,323				
Clyde Line.....	439,508				
Colonial Line.....	65,803				
Cosulich Line.....	29,462				
Cunard Line.....	579,508				
Cunard & Anchor Lines.....	272,675				
Detroit & Cleveland Navigation Co.....	172,111				
Dollar Steamship Lines.....	244,879				
Eastern S. S. Line.....	140,189				
Ericson Line.....	17,442				
Fabre Line.....	2,599				
Tours					
Allen Tours.....	5,431				
Appalachian Tours, Inc.....	20,847				
Berkshire Motor Tours.....	79,696				
Buckeye Stages, Inc.....	28,211				
Carleton Tours.....	2,112				
Circle Tours.....	11,704				
Clark, Frank C., Tours.....	140,329				
Cook & Son, Thomas.....	245,887				
Cosmopolitan Tours Co., The.....	23,863				
Crowley Tours, Geo. W.....	321				
De Luxe Motor Bus Tour.....	8,830				
Empire Tours.....	1,694				
Farley Travel Agency.....	710				
Florida Motor Lines, Inc.....	13,015				
Foster's Travel Service, Inc., Mrs.....	18,975				
Franco-Belgique Tours Co.....	10,839				
Frank Tourist Co.....	71,058				
German Tourist.....	9,746				
Grayline Tours.....	12,285				
Great Lakes Stages—Gray Coach Lines, Ltd.....	35,197				
Great Lakes Transit Corp.....	106,555				
Intercollegiate Travel Bureau.....	8,794				
Judd, Almon C.....	1,501				
Mediterranean Cruise.....	5,659				
Michigan Tourist & Resort Ass'n.....	5,080				
Mitten Tours.....	20,168				
Purple Stages, Inc.....	3,924				
Raymond & Whitcomb.....	109,744				
Royal Blue Line.....	21,003				
Simmons' Tours.....	29,384				
Temple Tours.....	5,866				
Woods Co., Walter H.....	3,120				
World Acquaintance Tours.....	5,870				
Zaro Tours, Inc.....	1,429				
TOTAL.....	1,068,847				
Miscellaneous					
American Express Travel Bureau.....	154,790				
Atlantic City.....	7,008				
Bennett's Travel Bureau.....	1,314				
Bermuda Travel Inf. Bureau.....	6,093				
Brown, W. E.....	1,618				
Burlington Travel Bureau.....	15,641				
California Inc.....	143,724				
Cape May County Chamber of Commerce.....	3,605				
WOMEN'S WEAR					
A. & P. Brassiere and Uplift.....	5,010				
Better Knit Hosiery.....	523				
Burson Fashion Hose.....	19,528				
Celanese Fabrics.....	13,861				
Fashion Frocks.....	760				
Field, Marshall & Co.....	9,530				
Fields' Women's Dresses.....	10,512				
Fish Brand Slickers.....	64,948				
Gossard Corsets.....	6,597				
H. & W. Corsets.....	12,387				
Hickory Products.....	119,894				
Kayser Underwear and Hosiery.....	809,319				
Kenlastic.....	44,123				
Kleinert's Rubber Products.....	29,386				
Light-O-Day Fabric.....	52,328				
McCallum Silk Hosiery.....	53,110				
Maiden Form Brassier.....	6,654				
Maid-Rite Dresses.....	3,181				
Nemo-Flex Corsets.....	76,548				
Onyx Hosiery.....	29,569				
P. N. Corsets.....	33,988				
Perfolastic Girdle.....	3,544				
Peter Pan Fabrics.....	3,867				
Phoenix Hosiery.....	83,982				
Propper Blue Edge Hosiery.....	47,572				
R. G. Corsets.....	15,882				
Red-E-Tape.....	343				
Rengo Belt Reducing Corset.....	106,663				
Richards Co., Elmer.....	34,291				
Rite Style Dress Mfrs.....	3,212				
Thompson's Glove Fitting Corsets.....	4,733				
Treo Girdle.....	10,242				
Van Raalte.....	9,468				
Vogue Brassieres.....	11,292				
Vogue Patterns.....	3,715				
Wash-Well Dresses.....	352				
Wear Right Gloves.....	20,700				
Wear-Well Dresses.....	1,016				
World's Star Knitting Mills.....	1,619				
Youthform Brassiere & Elastic Bands.....	14,681				
TOTAL.....	1,778,930				
MISCELLANEOUS					
General					
Allen Nurseries.....	1,363				
Alton Art Studios.....	592				
Amend Co., Fred W.....	7,643				
American Agricultural Chemical Co.....	15,140				
American Appraisal Co.....	37,128				
American Art Galleries.....	22,277				
American Farm Machinery.....	2,696				
American School, The.....	41,091				
American Tel. & Tel. Co.....	11,070				
American Woolen Co.....	52,964				
Anderson Galleries.....	8,598				
Anglo American Mill Co.....	24,780				
Associated Gas & Electric Co.....	181,443				
Baby Ruth Candy Bars.....	89,046				
Baby Ruth Gum.....	340,569				
Bailey, P. E.....	51,303				
Vartlett School of Tree Surgery.....	2,274				
Bell Telephone Co.....	1,058,758				
Black Jack Chewing Gum.....	24,005				
Blatz Chewing Gum.....	61,282				
Boeing, M. L.....	10,648				
Buist's Seeds.....	2,126				
Burgess Seeds & Plants.....	5,323				
Candygram Chocolates.....	923				
Ced-O-Bag.....	5,212				
Chase, P. C.....	36,994				
Chicago School of Nursing.....	11,013				
Chic-Chic Easter Dyes.....	12,600				
Clark's Chewing Gum.....	263,724				
Collin's Nurseries.....	9,397				
Columbia University.....	24,893				
Cooke School of Electricity.....	51,411				
Cosmopolitan Pictures.....	442,560				
Cracker Jack.....	57,283				
Culver, G. A.....	20,274				
Davey Tree Expert.....	16,228				
Day, Joseph P.....	12,981				
Dennison's Paper Products.....	11,029				
Dinger & Conard Seeds.....	3,008				



## NEWSPAPER ADVERTISING OF 2,364 NATIONAL ADVERTISERS—(Continued)

Advertisers By Industries	1928 Lineage	Advertisers By Industries	1928 Lineage	Advertisers By Industries	1928 Lineage
<b>MISCELLANEOUS—(Continued)</b>		<b>MISCELLANEOUS—(Continued)</b>		<b>MISCELLANEOUS—(Continued)</b>	
<b>General—(Continued)</b>		<b>General—(Continued)</b>		<b>General—(Continued)</b>	
Dixie Cups.....	8,159	Liederman, Earle E.....	30,697	Plantabbs.....	34,691
Fargo Flowers.....	8,075	Loma Fertilizer.....	51,088	Pyrex Nursing Bottle.....	3,932
Ferry's Seeds.....	131,481	Love Nest Candy.....	12,786	Ralston Chick Food.....	53,544
Fischer Nurseries.....	36,001	McSweeney Electrical School.....	430	Remington Cash Registers.....	15,857
Full-O-Pep Chicken Feed.....	30,499	Major's Cement.....	2,362	Rice Leaders of the World Ass'n.....	71,366
Glass Containers Ass'n of America.....	245,802	Manion, F. B.....	72,944	Sacco Plant Food.....	21,346
Glen St. Mary Nurseries.....	9,875	Maple City Nurseries.....	30,495	Sargeant's Dog Remedies.....	29,596
Growers Sales Co.....	84,185	Meyer-Booth Co.....	590	Shotwell's Marshmallow's and Candy Bars.....	1,928
Herschner, Frederick.....	2,278	Miller Incubators.....	603	Shur-Stop Automatic Fireman.....	12,628
Hollingsworth Candy.....	41,273	More Company, Robert.....	111,255	Southern Bell Telephone & Tele- graph Co.....	425,282
Hygieia Toothpicks, Straws and Paper Drinking Envelopes.....	23,046	Necco Candies.....	159,149	Southern Clay Prods. Ass'n.....	29,923
Innovation Trunks.....	1,008	Nestle's Milk Chocolate.....	332,782	Southern New England Tel. Co.....	227,513
Jiffy Glass Cleaner.....	789	Neverbreak Trunks.....	358	Speedo Specialties.....	3,853
Johnson's Oil Lamp.....	4,306	New England Telephone & Telegraph Co.....	299,527	Speedwriting.....	4,221
Kellerman, Annette.....	944	New York Telephone Co.....	741,352	Standard Liquid Glass.....	18,027
Kelley, Martin V.....	962	Northrup King & Co.....	23,156	True Fit Optical Co.....	2,612
Kelly, T. W.....	17,997	Numismatic Co. of Texas.....	3,402	U. S. School of Music.....	7,376
Ken-L-Ration.....	44,830	Ohio Bell Telephone Co.....	210,947	United Portrait Co.....	1,814
King Candy Letters.....	401	Old Nick Candy Bar.....	27,317	Vigoro.....	117,462
Kunderd, A. E.....	2,305	Orbit Listerized Gum.....	61,206	Western Union.....	180,582
Laddie Boy Dog Food.....	14,143	Pacific States Electric Co.....	9,540	Yard-Boy Incinerator.....	5,704
Lancaster County Seeds.....	6,313	Pennsylvania Merchandise Co.....	484,614		
Lee, Morgan.....	14,802	Peter's Milk Chocolate.....	15,356		
Lewis Hotel Training School.....	1,122	Philadelphia Bird Food Co.....	3,531		
				TOTAL.....	7,716,989

## ROTOGRAVURE LINEAGE OF NATIONAL ADVERTISERS

This list includes all national advertisers using space in 3 or more rotogravure sections of newspapers,  
as counted by Media Records and compiled by it for this book.

Advertisers By Industries	1928 Lineage	Advertisers By Industries	1928 Lineage	Advertisers By Industries	1928 Lineage
<b>AUTOMOTIVE</b>		<b>ELECTRICAL APPLIANCES &amp; SUPPLIES—(Cont.)</b>		<b>GROCERIES—(Continued)</b>	
<b>Parts and Accessories</b>		<b>Washing Machines</b>		<b>Cereals and Breakfast Foods</b>	
Critchlow, Walter.....	144	Gainaday Electric Washer.....	10,849	Post's Cereals.....	16,287
Fisher Bodies.....	483,123	Maytag Washing Machines.....	21,504		
Stromberg Carburetor.....	21,555			TOTAL.....	16,287
TOTAL.....	504,822		348,241		
<b>Passenger Cars</b>		<b>Miscellaneous</b>		<b>CONDIMENTS</b>	
Buick.....	45,603	General Electric.....	16,750	<b>Dairy Products</b>	
Chevrolet.....	54,555	Graybar.....	24,538	Abbott's Milk and Ice Cream.....	4,726
Chrysler.....	63,654	Toastmaster.....	4,052	Borden's Farm Products.....	9,603
De Soto.....	1,890	Westinghouse.....	1,557	Breakstone's Cheese.....	9,044
Durant.....	142			Hydrex Ice Cream.....	718
Ford.....	592,673	TOTAL.....	46,897	Southern Dairies.....	10,935
Franklin.....	987				
Graham-Paige.....	19,516	<b>FOOTWEAR</b>		TOTAL.....	35,026
Nash.....	480	Firestone Footwear.....	916		
Oakland.....	6,656	Goodrich Footwear.....	48,216	<b>Meats and Fish</b>	
Oldsmobile.....	11,393	Goodyear Rubbers.....	4,020	Deerfoot Farms Sausage.....	1,936
Packard.....	2,884	Graton & Knight Soles.....	3,762		
Plymouth.....	15,505	Rayn Boots and Rayn Shus.....	12,509	TOTAL.....	1,936
Pontiac.....	11,816	Shu Glov Rubber Footwear.....	14,302		
Reo.....	38,843	Ground Gripper Shoes.....	15,674		
Rolls-Royce.....	14,338			<b>Soaps and Cleansers</b>	
Studebaker.....	132,274	TOTAL.....	99,399	Association of American Soap & Glycerine Products.....	50,135
TOTAL.....	1,013,209			Gold Dust.....	648
<b>Tires and Tubes</b>		<b>FURNITURE AND HOUSEHOLD</b>		Ivory Soap.....	161,107
Firestone.....	2,884	Bente Radiator Covers.....	14,302	Ivory Soap Flakes.....	22,955
Goodrich Tires.....	2,038	Crown Radiator Cabinet.....	3,592	Johnson's Wax.....	77,692
TOTAL.....	4,922	Hart & Cooley Radiator Enclosure..	2,573	Kitchen Klenzer.....	9,674
<b>Miscellaneous</b>		North Star Blankets.....	19,742	Octagon Super Suds.....	44,296
General Motors Corp. Inst.....	24,854	Scranton Drapery Fabrics.....	52,276	Old Dutch Cleanser.....	70,799
Pennzoil.....	4,682	Segal Locks.....	2,049	Sapolio.....	24,754
Standard Oil Co. of Indiana.....	134,347	Simon's Beds.....	210,392		
Texaco Oil & Gasoline.....	3,920	Slyker Radiator Enclosures.....	1,306	TOTAL.....	462,060
TOTAL.....	167,803	Trico Radiator Covers.....	2,034		
<b>BUILDING MATERIALS</b>		Tuttle & Bailey Radiator Enclosures	1,002		
Anaconda Copper & Brass.....	1,096	Whittall Rugs.....	2,121		
Berry's Brushing Lacquer.....	461			<b>Miscellaneous</b>	
Butler Self-Adjusting Vent.....	366	TOTAL.....	311,389	Bean Hole Beans.....	5,485
Georgia Marble.....	35,129			Campfire Marshmallow Cream.....	7,110
Hartmann-Sanders Pergolas.....	2,618	<b>GROCERIES</b>		Crisco.....	108,317
Home Owners Institute.....	5,260	<b>Baking Products</b>		Knox's Gelatine.....	19,353
Thibaut Wall Paper.....	3,676	Calumet Baking Products.....	226,623	Mazola.....	48,007
Vita Glass.....	14,816	Presto Flour.....	4,408		
TOTAL.....	63,422	Rice's Bread.....	43,392		
<b>ELECTRICAL APPLIANCES AND SUPPLIES</b>		Wonder Bread.....	48,558		
<b>Refrigerators</b>		TOTAL.....	322,981		
Frigidaire Refrigerators.....	7,533	<b>Beverages</b>		<b>HEATING AND PLUMBING</b>	
General Electric Refrigerators.....	16,283	Beechnut Coffee.....	35,600	<b>Heaters and Stoves</b>	
Kelvinator Refrigerators.....	237,089	Boscul Tea and Coffee.....	52,834	Arcola and Vecto Heaters.....	5,979
Rhineland Refrigerators.....	1,318	Canada Dry Ginger Ale.....	280,202	Clow Heating System.....	13,789
<b>Vacuum Cleaners</b>		Cliquot Club Ginger Ale.....	90,520	Molby Heating Boiler.....	1,314
Hamilton Beach Vacuum Cleaner..	53,185	Hoffman Beverages.....	62,443	Monarch Ranges.....	2,219
Royal Electric.....	480	Maxwell House Coffee and Tea.....	67,503	Novelty Green Dragon Boilers.....	21,670
		Wayne County Cider.....	2,001		
		Welch's Grape Juice.....	29,497	TOTAL.....	44,971
		TOTAL.....	620,600		

## ROTOGRAVURE LINEAGE OF NATIONAL ADVERTISERS—(Continued)

Advertisers By Industries	1928 Lineage	Advertisers By Industries	1928 Lineage	Advertisers By Industries	1928 Lineage
<b>HEATING AND PLUMBING—(Continued)</b>		<b>PUBLICATIONS—(Continued)</b>		<b>TOILET REQUISITES—(Continued)</b>	
Miscellaneous		Magazines		Miscellaneous	
Electric Furnace Man.....	37,806	Good Housekeeping.....	373	Bleactex Tissue.....	3,138
Kopper Koke.....	1,110	TOTAL.....	7,349	Clement Hair Goods.....	20,638
Rudd Water Heaters.....	4,517	<b>RADIO</b>		Curv-Fit Razor.....	469
Standard Sanitary Plumbing.....	1,770	Batteries and Eliminators		Dew Deodorant.....	2,200
TOTAL.....	45,203	Sets		Double "A" Hairwavers.....	1,151
<b>INSURANCE</b>		Atwater Kent Radio.....	5,380	Eugene Permanent Wave.....	42,180
John Hancock Life Ins. Co.....	2,974	Graybar Radio.....	4,974	Frederics Permanent Wave.....	17,515
TOTAL.....	2,974	Kellogg Radio.....	23,254	Gem and Eveready Razors.....	135,229
<b>JEWELRY</b>		Speakers		Kolor-Bak.....	10,731
Priscilla Rings.....	1,888	Magnavox Speaker.....	10,548	La Crosse Manicure Sets.....	5,250
Roger's Silverware.....	12,088	TOTAL.....	44,156	Lanzette, Annette, Preparations.....	1,164
Wallace Silverware.....	14,989	<b>SPORTING GOODS</b>		Marvo Beauty Preparations.....	398
TOTAL.....	28,965	Cine Kodaks.....	16,066	Maybelline.....	48,310
<b>MEDICAL</b>		Columbia Bicycles.....	7,048	Mercolized Wax.....	2,567
Absorbine, Jr.....	37,317	Eastman Kodak.....	100,341	Modess.....	13,767
Achfield's Foot Appliance.....	292	Johnson Motor Boats.....	25,161	Othine.....	13,655
Acousticon.....	1,109	TOTAL.....	148,616	Parker's Hair Balsam.....	6,099
Allcock's Plasters.....	238	<b>TOBACCO</b>		Paul's Henna, R.....	7,500
Allenbury's Pastilles.....	2,275	Cigars		Pro-Phy-Lac-tic Tooth Brush.....	20,965
Allen's Foot Ease.....	1,070	Charles Denby Cigars.....	10,094	Re Vode Deodorant Powder.....	507
Bayer's Aspirin.....	50,600	Crane's Cigar.....	29,110	Soissett.....	507
Black & White Ointment.....	798	Van Dyck Cigars.....	10,652	Thomas Hair Treatment.....	6,848
Blue Jay Corn Plaster.....	47,455	TOTAL.....	49,856	Tricho System.....	12,511
Carter's Little Liver Pills.....	2,307	Cigarettes		Tussy Lipstick.....	1,672
Cheney's Expecto-rant.....	4,662	Camel.....	236,580	Vreeland.....	75
Edward's Olive Oil Tablets, Dr.....	632	Chesterfield.....	284,029	TOTAL.....	374,539
Fayro Reducing Salts.....	2,544	Lucky Strike.....	68,080	<b>TRANSPORTATION</b>	
Fleischmann's Yeast.....	282,789	Old Gold.....	252,078	Railroads	
American Phonograph Hearing		TOTAL.....	840,767	Atchison, Topeka & Santa Fe.....	9,342
Devices.....	508	<b>TOILET REQUISITES</b>		Baltimore & Ohio R. R.....	15,645
Fletcher's Castoria.....	43,266	Dentifrices		Chicago & Northwestern Ry.....	10,386
Frontier Asthma Cure.....	741	Colgate's Dental Cream.....	63,710	Chicago, Burlington & Quincy R. R	1,164
Fugate Asthma Remedy, Dr.....	745	Forhan's.....	151,372	Chicago, Rock Island & Pacific Ry..	3,368
Gem Ear Phone.....	3,600	Orphos Tooth Paste.....	11,576	Great Northern Railway.....	1,479
I-On-A-Co Electro Magnetic		Pepsodent.....	218,906	Illinois Central System.....	4,800
Treatment.....	8,307	Squibb's Dentifrice.....	98,298	Minneapolis, St. Paul & Sault Ste.	
Ironized Yeast.....	2,424	TOTAL.....	543,862	Marie Ry.....	2,782
Marmola.....	205,091	Perfumes and Cosmetics		Northern Pacific Ry.....	1,296
Milnesia Wafers.....	10,737	Amami Oatmeal Cleansing Cream.....	4,488	Southern Pacific R. R.....	2,175
Moone's Emerald Oil.....	6,290	Amorskin Products.....	9,861	TOTAL.....	52,437
Ovaltine.....	137,081	Arden Preparations, Elizabeth.....	10,812	<b>Steamships</b>	
Pepsin Seltzer.....	1,214	Black & White Products.....	119,510	Cunard and Anchor Lines.....	4,576
Phillip's Milk of Magnesia.....	29,868	Bourjois Products.....	13,988	International Mercantile Marine.....	5,355
Rem.....	50,360	Caron Perfumes.....	26,066	White Star Line.....	3,201
Scholl's Zino Pads, Dr.....	76,364	Coty Products.....	301,102	TOTAL.....	13,132
Smith Bros. Cough Drops.....	2,886	Daggett & Ramsdell Products.....	45,676	<b>Tours</b>	
Smith Bros. Cough Syrup.....	11,980	Deja Perfume.....	11,016	Cleveland-Pittsburgh Motor Coach	
Squibb's Milk of Magnesia.....	4,011	Flamme De Gloire Perfumes.....	3,462	Co.....	705
Stuart's Calcium Wafers.....	18,785	Goldman, Mary T. Products.....	38,205	Great Lakes Transit Corp.....	4,626
Stuart's Dyspepsia Tablets.....	21,525	Gray Preparations, Dorothy.....	110,153	Simmon's Tours.....	148
Unguentine.....	10,920	Houbigant.....	37,348	TOTAL.....	5,479
Walters, Dr. Jean Reducing		Hudnut Products, Richard.....	12,243	<b>Miscellaneous</b>	
Garments.....	4,707	Manon Lescaut Face Powder.....	6,405	American Express Travel Bureau...	781
Zemo.....	489	Mavis Preparations.....	120,212	<b>WOMEN'S WEAR</b>	
TOTAL.....	1,085,987	Melba Preparations.....	5,594	A. P. Brassier and Uplift.....	4,260
<b>MEN'S WEAR</b>		Mello Glo.....	21,495	Cohen Bros. Sweaters.....	8,220
Cluett Peabody Shirts and Collars...	3,835	Pinaud's Products.....	162,676	Field Women's Dresses.....	3,981
Eagle Knit Caps.....	1,624	Pleville.....	1,320	Gossard Corsets.....	5,595
Faultless Pajamas.....	17,201	Pompeian Products.....	65,338	International Corsets.....	3,570
Hansen's Gloves.....	8,738	Pond's Extracts.....	86,555	Light-O-Day Fabrics.....	46,733
Hickok Belts.....	12,027	Primrose House Preparations.....	41,636	Lily of France Corsets.....	9,512
Knit-Tex and Worsted-Tex.....	107,319	Quinlan Prep. Kathleen Mary.....	6,798	Maiden Form Brassiere.....	6,302
Middishade Serge.....	14,260	Rubinstein, Inc. Helena.....	17,998	Mallison Silks.....	15,988
Pool's Shirts and Pants.....	560	Stillman's Toilet Goods.....	17,164	Mendoza Furs.....	207
Smithson Clothes.....	6,351	Tange Products.....	4,744	Nemo-Flex Corsets.....	26,697
Stetson Hats.....	1,638	TOTAL.....	1,301,865	Onyx Hosiery.....	10,598
Tim's Caps.....	11,584	Soaps		P. N. Corsets.....	25,203
Travelo Swim Suits.....	6,026	Black & White Skin Soap.....	2,854	Phoenix Hosiery.....	21,015
TOTAL.....	191,163	Dona Castile.....	12,205	Propper Blue Edge Hosiery.....	
<b>MUSICAL INSTRUMENTS</b>		Jap Rose.....	14,743	Rengo Belt Reducing Corset.....	104,720
Baldwin Piano.....	2,200	Octagon Toilet Soap.....	5,145	Thompson's Glove Fitting Corsets...	5,025
TOTAL.....	2,200	Olivio.....	4,783	Treo Girdle.....	10,242
<b>OFFICE EQUIPMENT</b>		Squibb's Shaving Cream.....	20,993	Van Raalte.....	9,873
Art Metal.....	1,731	William's Shaving Cream.....	846	Vogue Brassieres.....	2,703
Conklin Pen.....	1,640	TOTAL.....	61,578	Wear Right Gloves.....	9,780
Parker Pens and Pencils.....	30,465	<b>TOILET REQUISITES</b>		Youthform Brassiere and Elastic	
Royal Typewriters.....	5,018	Bands.....		Bands.....	13,127
TOTAL.....	38,854	H. E. W. Corsets.....		H. E. W. Corsets.....	9,019
<b>PUBLICATIONS</b>		TOTAL.....	352,370	TOTAL.....	352,370
Books		<b>MISCELLANEOUS</b>		<b>MISCELLANEOUS</b>	
Blackstone, Inc., Richard.....	78	Collin's Nurseries.....	3,617	Collin's Nurseries.....	3,617
Harper & Brothers.....	898	Davey Tree Expert.....	15,800	Davey Tree Expert.....	15,800
Rittenhouse Press, The.....	6,000	Hollingsworth Candy.....	29,423	Hollingsworth Candy.....	29,423
		Liederman, Earle E.....	4,028	Liederman, Earle E.....	4,028
		Speedwriting.....	3,286	Speedwriting.....	3,286
		Vigoro.....	7,896	Vigoro.....	7,896
		TOTAL.....	64,050	TOTAL.....	64,050

# NEWSPAPER ADVERTISING LINEAGE BY CITIES

## TOTAL FOR 36 LARGE CITIES

CITY	1928	1927	CITY	1928	1927	CITY	1928	1927
Baltimore .....	47,730,198	51,321,394	Indianapolis.....	34,952,082	36,601,189	Providence.....	33,039,364	32,499,523
Birmingham.....	32,640,104	29,883,866	Kansas City (Mo.)..	40,470,091	39,049,346	Richmond.....	22,225,538	22,381,420
Boston.....	62,186,881	62,683,457	Los Angeles.....	76,622,322	80,628,660	St. Louis.....	47,501,980	47,889,560
Buffalo.....	41,158,628	No comparison	Louisville.....	35,344,226	34,967,203	St. Paul.....	29,266,962	28,589,652
Chicago.....	88,115,766	90,596,487	Memphis.....	31,404,310	31,087,840	Salt Lake City....	23,759,895	22,769,726
Cincinnati.....	42,530,918	42,915,498	Milwaukee.....	36,303,027	37,024,827	San Francisco.....	51,031,385	53,337,703
Cleveland.....	44,893,575	44,644,150	Minneapolis.....	34,677,641	34,187,422	Seattle.....	33,886,608	34,995,520
Columbus.....	39,429,026	41,192,700	New Orleans.....	43,208,096	45,568,698	Spokane.....	25,111,490	24,089,932
Dayton.....	32,149,502	34,716,052	New York.....	179,543,918	179,511,371	Toledo.....	24,092,089	24,667,004
Des Moines.....	18,403,799	18,696,524	Oakland.....	28,166,124	28,394,380	Washington.....	50,536,093	55,086,267
Detroit.....	60,195,562	58,433,956	Omaha.....	21,086,081	19,912,032			
Denver.....	31,163,688	34,610,860	Philadelphia.....	78,977,048	83,789,459	TOTAL.....	1,592,199,138	1,579,352,024
Houston.....	37,017,930	36,161,300	Portland (Ore.)...	33,377,191	36,467,046			

## BY CITIES AND INDIVIDUAL NEWSPAPERS

CITY & PAPER	1928	1927	CITY & PAPER	1928	1927	CITY & PAPER	1928	1927
<b>BALTIMORE</b>			<b>CHICAGO</b>			<b>DAYTON</b>		
American.....	2,631,723	5,987,172	*American.....	14,529,489	14,276,163	*Herald.....	9,711,870	10,500,910
*Evening Sun.....	17,449,942	16,951,871	*Daily News.....	20,861,232	21,160,335	Journal.....	6,993,378	7,528,766
*News.....	7,648,426	8,332,132	Herald-Examiner...	12,795,117	12,849,684	News.....	15,444,254	16,686,376
*Post.....	4,034,961	3,936,834	*Journal.....	3,647,874	5,010,831	TOTAL.....	32,149,502	34,716,052
TOTAL.....	47,730,198	51,321,394	*Post.....	5,769,942	5,465,301			
			Tribune.....	30,512,112	31,834,173			
			TOTAL.....	88,115,766	90,480,721			
<b>BIRMINGHAM</b>			<b>CINCINNATI</b>			<b>DES MOINES</b>		
Age-Herald.....	8,326,640	5,804,120	Enquirer.....	14,233,930	14,352,828	Register.....	8,477,200	8,656,686
News.....	17,738,896	17,547,250	*Post.....	9,703,160	10,007,464	*Tribune.....	9,926,599	10,039,838
*Post.....	6,574,568	6,532,498	*Times-Star.....	14,994,734	15,186,194	TOTAL.....	18,403,799	18,696,524
TOTAL.....	32,640,104	29,883,868	Tribune.....	3,599,094	3,369,012			
			TOTAL.....	42,530,918	42,915,498	<b>DETROIT</b>		
<b>BOSTON</b>			<b>CLEVELAND</b>			Free Press.....	15,088,080	15,524,460
Advertiser.....	4,387,542	5,081,143	News-Leader.....	12,322,350	12,167,425	News.....	30,459,968	29,950,186
*American.....	5,009,286	5,505,800	Plain Dealer.....	17,054,475	17,591,550	Times.....	14,647,514	12,959,310
Globe.....	15,902,906	16,032,310	*Press.....	15,516,750	14,885,175	TOTAL.....	60,195,562	58,433,956
Herald.....	15,868,746	16,251,807	TOTAL.....	44,893,575	44,644,150			
Post.....	13,522,713	12,476,772				<b>DENVER</b>		
*Transcript.....	7,495,688	7,335,625				†News.....	7,945,980	9,220,512
TOTAL.....	62,186,881	62,683,457				*News.....	5,000,159	7,888,896
			<b>COLUMBUS</b>			†Post.....	14,513,390	14,289,492
<b>BUFFALO</b>			*Citizen.....	11,465,531	12,233,446	*Post.....	3,704,159	3,211,960
Courier-Express....	11,145,834	No comparison	Dispatch.....	21,114,379	21,146,283	TOTAL.....	31,163,688	34,610,860
*News.....	16,293,879	No comparison	Journal.....	6,849,116	7,812,971			
Times.....	13,718,915	No comparison	TOTAL.....	39,429,026	41,192,700	<b>HOUSTON</b>		
TOTAL.....	41,158,628	No comparison				Chronicle.....	15,567,902	15,045,646
						Post-Dispatch.....	13,697,332	13,117,650
						*Press.....	7,752,696	7,998,004
						TOTAL.....	37,017,930	36,161,300

\*Morning American discontinued April 1, 1928; 1927 includes 260,126 lines of morning advertising.  
 \*Sunday Age-Herald merged into Sunday News, June 1, 1927; includes 3,544,520 lines on thirty Sundays.

\*No Sunday edition.  
 †Evening News and Morning Post suspended publication November 1928.



# The Columbus Dispatch

... OHIO'S GREATEST HOME DAILY



THE 100,000 Group of American Cities, Inc., has compiled and published a standardized analysis of basic market facts for all markets.\*

This analysis has proved to be of much value to advertisers in securing more efficient distribution of products and more effective expenditure of advertising appropriations.

This analysis reveals the fact that the Columbus, Ohio, Market has . . .

## MORE CITIES AND TOWNS

Of more than 1,000 population each

## MORE PEOPLE

## MORE FAMILIES

## MORE MALE BUYERS

(15 years and over)

## MORE FEMALE BUYERS

(15 years and over)

## MORE AUTOMOBILES

## MORE WHOLESALE OUTLETS

and

## MORE RETAIL OUTLETS

Than any other market of similar size in America!

\* "A Study of All American Markets."

### Intense, Low-Cost Coverage

THE COLUMBUS DISPATCH covers this exceptional market with a circulation that is greater than the average . . . at a milline rate that is lower than the average of all the largest evening newspapers published in cities similar in size to Columbus.

## The BEST Advertising Medium in the BEST Market of Its Size in America

### Note Dispatch Leadership in News

DISPATCH—17,631,873 LINES

Second Evening Paper—8,822,680 Lines

### Note Dispatch Leadership in Circulation

DISPATCH—TOTAL NET PAID DAILY 119,430

Second Evening Paper—86,809

### Note Dispatch Leadership in Total Adv.

DISPATCH—21,114,379 LINES

Second Evening Paper—11,465,531 Lines

### Note Dispatch Leadership in No. of Ads.

DISPATCH—543,675 ADS

Second Evening Paper—223-690 Ads

### Note Dispatch Leadership in Exclusive Accounts

DISPATCH—1,228 EXC. ACCTS.

Second Evening Paper—134 Exc. Accts.

National Advertising Representatives

O'MARA & ORMSBEE, INC.

New York - Chicago - Detroit  
Los Angeles - San Francisco

HARVEY R. YOUNG

Advertising Director

All Advertising Statistics from Media Records 1928 Annual Report. Circulation Figures are from Sworn Statements to the Government for the Six Months' Period Ending March 31, 1929.

# **NEWSPAPER ADVERTISING LINEAGE BY CITIES & INDIVIDUAL NEWSPAPERS—(Continued)**

CITY & PAPER	1928	1927	CITY & PAPER	1928	1927	CITY & PAPER	1928	1927
<b>INDIANAPOLIS</b>			<b>NEW YORK</b>			<b>ST. LOUIS</b>		
*News.....	17,390,001	18,227,127	American.....	12,426,317	12,680,116	Globe-Democrat...	14,052,900	14,300,400
*Star.....	11,816,919	12,994,965	Bronx Home News.	5,691,551	5,971,416	Post-Dispatch.....	21,495,880	23,381,960
*Times.....	5,745,162	5,379,097	Brooklyn Eagle....	18,506,860	17,282,915	*Star.....	7,859,400	6,417,600
TOTAL.....	34,952,082	36,601,189	Bklyn. Std. Union..	5,035,462	5,460,790	*Times.....	4,093,800	3,789,600
<b>KANSAS CITY (MO.)</b>			Brooklyn Times....	5,540,072	6,087,186	TOTAL.....	47,501,980	47,889,560
Journal-Post (E&S)..	8,857,492	7,359,823	*Evening Graphic...	3,136,768	3,287,544	<b>ST. PAUL</b>		
†Journal (Morning)...	2,656,948	3,446,211	*Evening Journal...	14,071,810	14,011,546	*Dispatch.....	9,996,980	9,811,858
Star (E & S).....	18,785,348	18,295,145	*Evening Post.....	5,559,968	5,505,890	Pioneer.....	10,590,328	9,745,988
*Star (Morning)....	10,170,303	9,948,167	*Evening World....	9,957,186	9,891,749	News.....	8,679,654	9,031,806
TOTAL.....	40,470,091	39,049,346	Herald-Tribune....	19,707,974	19,133,684	TOTAL.....	29,266,962	28,589,652
<b>LOS ANGELES</b>			*Mirror (Tab.).....	2,067,602	3,138,857	<b>SALT LAKE CITY</b>		
Examiner.....	20,395,942	21,451,402	*Sun.....	16,638,920	16,625,102	Tribune.....	12,228,557	11,793,026
*Express.....	9,196,054	9,464,686	*Telegram.....	5,788,054	6,063,903	Telegram.....	6,177,948	6,141,772
*Herald.....	15,833,188	16,720,942	Times.....	30,838,954	29,710,606	*Deseret News....	5,353,390	4,834,928
News (Tab.).....	3,266,494	3,135,594	World.....	14,132,256	15,448,876	TOTAL.....	23,759,895	22,769,726
*Record.....	4,581,696	5,047,756	TOTAL.....	179,543,918	179,511,371	<b>SAN FRANCISCO</b>		
Times.....	23,348,948	24,808,280	<b>OAKLAND</b>			Bulletin.....	6,345,136	6,034,910
TOTAL.....	76,622,322	80,628,660	*Post-Intelligencer..	9,981,216	10,206,294	*Call.....	8,714,118	10,027,682
<b>LOUISVILLE</b>			Tribune.....	18,184,908	18,188,086	Chronicle.....	11,338,824	11,380,446
Courier-Journal....	13,955,887	14,257,558	TOTAL.....	28,166,124	28,394,380	Examiner.....	17,346,727	18,129,873
Herald-Post.....	9,130,253	8,421,791	<b>OMAHA</b>			*News.....	7,286,580	7,764,792
*Times.....	12,258,086	12,287,854	Bee-News.....	8,524,544	7,900,403	TOTAL.....	51,031,385	53,337,703
TOTAL.....	35,344,226	34,967,203	World-Herald.....	12,561,537	12,011,629	<b>SEATTLE</b>		
<b>MEMPHIS</b>			TOTAL.....	21,086,081	19,912,032	Post-Intelligencer..	10,447,682	10,767,778
Commercial Appeal	14,575,526	14,543,235	<b>PHILADELPHIA</b>			*Star.....	6,286,784	6,416,410
Evening Appeal....	7,426,860	7,382,123	*Bulletin.....	19,260,626	18,849,169	Times.....	17,083,878	16,532,138
Press Scimitar....	9,401,924	9,162,482	*Evening Ledger....	13,202,777	14,442,514	*Union-Record....	68,264	1,379,194
TOTAL.....	31,404,310	31,087,840	Inquirer.....	18,768,355	20,174,675	TOTAL.....	33,886,608	34,995,520
<b>MILWAUKEE</b>			Ledger.....	13,344,348	14,683,561	<b>TOLEDO</b>		
Journal.....	18,538,116	18,086,843	*News.....	5,757,165	4,670,275	The Blade.....	14,914,482	15,290,031
*Leader.....	2,455,743	2,688,034	Record.....	8,477,307	9,011,410	The News-Bee....	9,177,607	9,376,973
Sentinel.....	6,972,178	7,493,146	*Sun.....	166,470	1,957,855	TOTAL.....	24,092,089	24,667,004
*Wisconsin News....	8,336,990	8,756,804	TOTAL.....	78,977,048	83,789,459	<b>WASHINGTON</b>		
TOTAL.....	36,303,027	37,024,827	<b>PORTLAND (ORE.)</b>			*Evening News....	2,493,653	2,592,362
<b>MINNEAPOLIS</b>			Oregonian.....	11,782,100	13,414,688	*Evening Times....	6,898,993	7,700,635
Journal.....	14,192,974	14,242,417	Journal.....	10,468,937	12,397,826	Herald.....	5,393,988	6,549,687
*Star.....	6,555,021	5,842,731	*Telegram.....	6,593,605	4,953,004	Post.....	8,798,072	9,979,596
Tribune.....	13,929,646	14,102,274	*News.....	4,532,549	5,701,528	Star.....	26,951,387	28,263,987
TOTAL.....	34,677,641	34,187,422	TOTAL.....	33,377,191	36,467,046	TOTAL.....	50,536,093	55,086,267
<b>NEW ORLEANS</b>			<b>PROVIDENCE</b>			<b>WASHINGTON</b>		
Item.....	9,775,545	10,959,089	*Bulletin.....	14,541,066	13,984,887	*Evening News....	2,493,653	2,592,362
States.....	8,679,079	9,084,817	Journal.....	10,367,109	10,200,728	*Evening Times....	6,898,993	7,700,635
Times-Picayune....	18,615,202	18,765,860	*News.....	4,487,025	4,216,005	Herald.....	5,393,988	6,549,687
*Tribune.....	6,138,270	6,758,932	Tribune.....	3,644,164	4,097,903	Post.....	8,798,072	9,979,596
TOTAL.....	43,208,096	45,568,698	TOTAL.....	33,039,364	32,499,523	Star.....	26,951,387	28,263,987
<b>NEW YORK</b>			<b>RICHMOND</b>			<b>WASHINGTON</b>		
American.....	12,426,317	12,680,116	*News-Leader.....	11,847,758	12,292,082	*Evening News....	2,493,653	2,592,362
Bronx Home News.	5,691,551	5,971,416	Times-Dispatch....	10,377,780	10,089,338	*Evening Times....	6,898,993	7,700,635
Brooklyn Eagle....	18,506,860	17,282,915	TOTAL.....	22,225,538	22,381,420	Herald.....	5,393,988	6,549,687
Bklyn. Std. Union..	5,035,462	5,460,790	<b>ST. LOUIS</b>			Post.....	8,798,072	9,979,596
Brooklyn Times....	5,540,072	6,087,186	Globe-Democrat...	14,052,900	14,300,400	Star.....	26,951,387	28,263,987
*Evening Graphic...	3,136,768	3,287,544	Post-Dispatch.....	21,495,880	23,381,960	TOTAL.....	50,536,093	55,086,267
*Evening Journal...	14,071,810	14,011,546	*Star.....	7,859,400	6,417,600	<b>WASHINGTON</b>		
*Evening Post.....	5,559,968	5,505,890	*Times.....	4,093,800	3,789,600	*Evening News....	2,493,653	2,592,362
*Evening World....	9,957,186	9,891,749	TOTAL.....	47,501,980	47,889,560	*Evening Times....	6,898,993	7,700,635
Herald-Tribune....	19,707,974	19,133,684	<b>ST. PAUL</b>			Herald.....	5,393,988	6,549,687
*Mirror (Tab.).....	2,067,602	3,138,857	*Dispatch.....	9,996,980	9,811,858	Post.....	8,798,072	9,979,596
*Sun.....	16,638,920	16,625,102	Pioneer.....	10,590,328	9,745,988	Star.....	26,951,387	28,263,987
*Telegram.....	5,788,054	6,063,903	News.....	8,679,654	9,031,806	TOTAL.....	50,536,093	55,086,267
Times.....	30,838,954	29,710,606	TOTAL.....	29,266,962	28,589,652	<b>WASHINGTON</b>		
World.....	14,132,256	15,448,876	<b>SALT LAKE CITY</b>			*Evening News....	2,493,653	2,592,362
TOTAL.....	179,543,918	179,511,371	Tribune.....	12,228,557	11,793,026	*Evening Times....	6,898,993	7,700,635
<b>OAKLAND</b>			Telegram.....	6,177,948	6,141,772	Herald.....	5,393,988	6,549,687
*Post-Intelligencer..	9,981,216	10,206,294	*Deseret News....	5,353,390	4,834,928	Post.....	8,798,072	9,979,596
Tribune.....	18,184,908	18,188,086	TOTAL.....	23,759,895	22,769,726	Star.....	26,951,387	28,263,987
TOTAL.....	28,166,124	28,394,380	<b>SAN FRANCISCO</b>			TOTAL.....	50,536,093	55,086,267
<b>OMAHA</b>			Bulletin.....	6,345,136	6,034,910	<b>WASHINGTON</b>		
Bee-News.....	8,524,544	7,900,403	*Call.....	8,714,118	10,027,682	*Evening News....	2,493,653	2,592,362
World-Herald.....	12,561,537	12,011,629	Chronicle.....	11,338,824	11,380,446	*Evening Times....	6,898,993	7,700,635
TOTAL.....	21,086,081	19,912,032	Examiner.....	17,346,727	18,129,873	Herald.....	5,393,988	6,549,687
<b>PHILADELPHIA</b>			*News.....	7,286,580	7,764,792	Post.....	8,798,072	9,979,596
*Bulletin.....	19,260,626	18,849,169	TOTAL.....	51,031,385	53,337,703	Star.....	26,951,387	28,263,987
*Evening Ledger....	13,202,777	14,442,514	<b>SEATTLE</b>			TOTAL.....	50,536,093	55,086,267
Inquirer.....	18,768,355	20,174,675	Post-Intelligencer..	10,447,682	10,767,778	<b>WASHINGTON</b>		
Ledger.....	13,344,348	14,683,561	*Star.....	6,286,784	6,416,410	*Evening News....	2,493,653	2,592,362
*News.....	5,757,165	4,670,275	Times.....	17,083,878	16,532,138	*Evening Times....	6,898,993	7,700,635
Record.....	8,477,307	9,011,410	*Union-Record....	68,264	1,379,194	Herald.....	5,393,988	6,549,687
*Sun.....	166,470	1,957,855	TOTAL.....	33,886,608	34,995,520	Post.....	8,798,072	9,979,596
TOTAL.....	78,977,048	83,789,459	<b>TOLEDO</b>			Star.....	26,951,387	28,263,987
<b>PORTLAND (ORE.)</b>			The Blade.....	14,914,482	15,290,031	TOTAL.....	50,536,093	55,086,267
Oregonian.....	11,782,100	13,414,688	The News-Bee....	9,177,607	9,376,973	<b>WASHINGTON</b>		
Journal.....	10,468,937	12,397,826	TOTAL.....	24,092,089	24,667,004	*Evening News....	2,493,653	2,592,362
*Telegram.....	6,593,605	4,953,004	<b>WASHINGTON</b>			*Evening Times....	6,898,993	7,700,635
*News.....	4,532,549	5,701,528	*Evening News....	2,493,653	2,592,362	Herald.....	5,393,988	6,549,687
TOTAL.....	33,377,191	36,467,046	*Evening Times....	6,898,993	7,700,635	Post.....	8,798,072	9,979,596
<b>PROVIDENCE</b>			Herald.....	5,393,988	6,549,687	Star.....	26,951,387	28,263,987
*Bulletin.....	14,541,066	13,984,887	Post.....	8,798,072	9,979,596	TOTAL.....	50,536,093	55,086,267
Journal.....	10,367,109	10,200,728	Star.....	26,951,387	28,263,987	<b>WASHINGTON</b>		
*News.....	4,487,025	4,216,005	TOTAL.....	50,536,093	55,086,267	*Evening News....	2,493,653	2,592,362
Tribune.....	3,644,164	4,097,903	<b>WASHINGTON</b>			*Evening Times....	6,898,993	7,700,635
TOTAL.....	33,039,364	32,499,523	*Evening News....	2,493,653	2,592,362	Herald.....	5,393,988	6,549,687
<b>RICHMOND</b>			*Evening Times....	6,898,993	7,700,635	Post.....	8,798,072	9,979,596
*News-Leader.....	11,847,758	12,292,082	Herald.....	5,393,988	6,549,687	Star.....	26,951,387	28,263,987
Times-Dispatch....	10,377,780	10,089,338	Post.....	8,798,072	9,979,596	TOTAL.....	50,536,093	55,086,267
TOTAL.....	22,225,538	22,381,420	Star.....	26,951,387	28,263,987	<b>WASHINGTON</b>		

\*Includes 79,268 lines of advertising that appeared in midwinter edition of January 3, 1928; midwinter edition was not issued in 1927.  
†Includes 29,314 lines of advertising appeared in annual edition of the News, Dec. 31, 1927; no annual edition of the News was issued during 1928.  
\*Herald-Post morning edition discontinued March 5, 1927; includes 241,530 lines of morning issue.

\*Sunday edition discontinued September 2, 1928.  
†Sun discontinued February 1928.  
\*Union-Record suspended publication February 1928.  
\*No Sunday edition.  
†Journal suspended publication October 3, 1928.

## MAGAZINE ADVERTISING BY LEADERS

Dollar Volume of Expenditures (1928-27) by Large Companies  
and Their Subsidiaries, Classified by Industries.

Advertising in the magazines tabulated in the National Advertising Records for 1928 called for expenditures amounting to \$185,204,588. More than half of this sum—\$95,878,975, or 51.82 per cent—was credited to 150 concerns, leaders in this form of sales promotion. Below is compiled the list of these leaders with the amounts spent by each advertiser, including subsidiaries. The corresponding figures for 1927 are taken from a similar list of last year. This accounts for blanks in the 1927 column,

some of the companies which become subsidiaries in 1928 not having qualified for listing the year before. In such cases totals for the two years are not strictly comparable. Classification by industries shows at a glance the relative activity of the leaders in their respective groups. Because of this classification corporations like General Motors and Standard Oil Company, which have products in more than one line, appear in more than one grouping.

Automotive	1928		1927		Boots and Shoes and Furnishings	1928		1927	
	Total Parent Company	Subsidiary	Total Parent Company	Subsidiary		Total Parent Company	Subsidiary	Total Parent Company	Subsidiary
<i>Cars and Trucks</i>									
Auburn Automobile Co.....	\$253,914		\$367,872		Selby Shoe Co.....	\$443,170		\$390,920	
Chrysler Motor Corp.....	2,492,181				Selby Shoe Co.....		\$375,620		\$332,470
Chrysler Motor Corp.....		\$1,268,883	1,415,117		E. T. Wright & Co., Inc..		67,550		58,450
Dodge Bros., Inc. & Graham Bros.....		956,748	952,661		<b>Building Material</b>				
De Soto Motor Corp.....		243,250*			American Radiator Co. & American Gas Prod.....	343,857		274,348	
Fargo Motor Corp.....		23,300*			Celotex Co.....	224,744		301,995	
Ford Motor Co.....	917,375		317,735		Certain-teed Products Corp.	246,600		227,500	
Ford Motor Co. (Cars & Tractors).....		729,400		\$183,400	Crane Co.....	257,266		280,255	
Lincoln Motor Co.....		187,975		134,335	Johns-Manville, Inc.....	668,000		357,400	
Franklin Automobile Co.....	298,300		308,610		Kohler Co.....	301,400		488,690	
General Motors Corp.....	4,474,258		4,923,667		Standard Sanitary Mfg. Co	302,050		352,820	
Buick Motor Co.....		752,144		1,059,784	<b>Cigarettes, Cigars and Tobacco</b>				
Chevrolet Motor Co.....		1,201,434		1,184,446	American Tobacco Co., Inc. (1927 total includes Melachrino)	871,585		1,225,244	
Cadillac Motor Car & LaSalle.....		680,810		819,636	Liggett & Myers Tobacco Co.....	971,855		713,880	
Fisher Body Corp.....		477,580		504,605	Lorillard, P., Co.....	325,433		0,888	
General Motors Truck Co. Institutional.....		(Nothing)		32,000	Reynolds, R. J. Tobacco Co	794,425		2,009,070	
Oakland Motor Car (Oakland and Pontiac).....		429,340		211,250	United States Tobacco Co	249,541		157,850	
Olds Motor Works.....		623,950		659,900	<b>Clothing</b>				
Graham-Paige Motor Corp..	297,175	309,000	415,150	452,046	Real Silk Hosiery Mills.....	320,124		296,000	
Hudson Motor Car Co.....	923,125		925,710		Real Silk Hosiery Mills.....		315,000		296,000
Hupp Motor Car Co.....	586,550		690,525		Harford Frocks, Inc.....		5,124*		
International Harvester Co..	232,800		292,475		<b>Confectionery and Soft Drinks</b>				
Marmon Motor Car Co.....	389,800		322,245		Coca Cola Co.....	437,000		343,935	
Nash Motors Co.....	311,450		438,990		Curtiss Candy Co.....	239,300		253,850	
Packard Motor Car Co.....	840,550		938,110		Life Savers, Inc.....	264,106		251,065	
Reo Motor Car Co.....	507,000		611,000		Whitman, S. F. & Son, Inc	387,500		393,350	
Willys-Overland, Inc.....	772,525		1,116,500		Wrigley, Wm. Jr., Co.....	1,030,686		890,649	
Willys-Overland, Inc.....		721,600		1,066,700	<b>Drugs and Toilet Goods</b>				
Stearns-Knight Sales Co..		50,925		49,800	Arden, Elizabeth.....	309,337		290,485	
<i>Accessories</i>					Armour & Co. (Luxor, Ltd.)	16,000		207,950	
Auburn Automobile Co.....	160,000		104,000		Ass'n of Amer. Soap & Glycerine Prod.....	337,461		68,950	
Lycoming Mfg. Co.....		88,000		56,000	Ass'n. of Amer. Soap & Glycerine.....		335,661		68,950
Spencer Heater Co.....		72,000		48,000	Cleanliness Institute.....		1,800*		
General Motors Corp.....	571,153		419,254		Autostrop Safety Razor Corp.....	243,737		71,540	
AC Spark Plug Co.....		123,500		133,169	Bristol-Myers Co.....	1,092,409		1,033,279	
Delco-Remy Corp.....		266,000		141,500	Colgate & Co.....	2,585,389		2,460,849	
Ternstedt Mfg. Co.....		80,000*			Colgate & Co.....		1,111,035		809,955
United Motors Service, Inc.....		(Nothing)		40,000	Pompeian Co.....		401,220		660,986
Hyatt Roller Bearing Co..		64,890*		88,925	Palmolive-Peet Co.....		1,073,134		989,908
Delco-Light Corp.....		15,509		15,660	Coty, Inc.....	356,794		311,964	
New Departure Mfg. Co..		21,254			Ex-Lax Mfg. Co.....	229,300*			
Stewart-Warner Speedometer Corp.....	318,526		360,833		Forhan Co.....	546,324		649,281	
Stewart-Warner Speedometer Corp.....		82,526		132,833	Gillette Safety Razor Co....	359,500		114,520	
Bassick Mfg. Co.....		236,000		228,000	Houbigant, Inc.....	281,966		307,653	
Timkin Roller Bearing Co...	371,350		479,540		Houbigant, Inc.....		166,315		226,603
<i>Tire Companies</i>					Cheramy, Inc.....		115,651		81,050
Firestone Tire & Rubber Co. (Including Firestone Footwear)	407,693		476,939		Jergens, Andrew Co.....	914,240		1,017,191	
Fisk Tire Co., Inc.....	269,944		222,545		Johnson & Johnson.....	361,068		213,222	
Fisk Tire Co., Inc.....		162,944		222,545	Kotex & Kleenex Co.....	908,979		1,374,211	
Federal Rubber Mfg. Co..		107,000*			Kotex Co.....		785,121		1,163,848
General Tire & Rubber Co..	335,500		177,100		Kleenex Co.....		123,858		210,363
Goodrich, B. F. Rubber Co.	546,445		480,445		Lambert Pharmacal Co.....	1,806,460		2,021,931	
Goodyear Tire & Rubber Co.	701,435		556,260		Lamont, Corless & Co.....	914,956		810,084	
Seiberling Rubber Co.....	266,725		247,000		Pond's Extract Co.....		914,956		810,084
United States Rubber Co...	480,512		824,564		Lehn & Fink, Inc.....	1,069,603		1,146,210	
U. S. Rubber Co.....		480,512		784,564	A. S. Hinds Co.....		392,877		312,506
G. & J. Tire Co.....		(Nothing)		40,000	Lysol, Inc.....		348,080		332,610
<i>Gasoline and Oil Products</i>					Pebecco, Inc.....		328,646		501,094
Ethyl Gasoline Corp.....	360,572		418,262		Mennen Co.....	411,041		402,132	
Standard Oil Companies.....	288,692		273,336						
Standard Oil of Cal.....		5,400		10,200					
Standard Oil of N. J.....		200,092		259,536					
Standard Oil of N. Y.....		83,200		3,600					
Texas Co.....	602,800		638,900						
Tide Water Oil Sales Corp..	289,000		342,000						
Vacuum Oil Co.....	769,750		791,400						

\* Not compiled for 1927.



## MAGAZINE ADVERTISING BY LEADERS (Continued)

	1928		1927			1928		1927	
	Total Parent Company	Subsidiary	Total Parent Company	Subsidiary		Total Parent Company	Subsidiary	Total Parent Company	Subsidiary
Drugs and Toilet Goods (Continued)									
Northam, Warren, Corp....	\$434,030		\$332,464		American Stove Co.....	\$233,575		\$246,870	
Northam, Warren Corp....		\$360,080		\$332,464	Armstrong Cork Co.....	1,133,390	\$1,122,150	1,019,800	\$982,450
Elcaya Co.....		73,950*			Armstrong Cork Co.				
Norwich Pharmacal Co.....	297,491		273,173		Armstrong Cork & Insulation Co.....		11,240		37,350
Pepsodent Co.....	856,557		1,202,306		Cannon Mills, Inc.....	425,050		281,800	
Pinaud, Inc.....	339,790		214,351		Congoleum-Nairn, Inc.....	1,137,400		1,140,650	
Pro-phy-lac-tic Brush Co....	305,404		358,126		Fuller Brush Co.....	265,000		229,200	
Scott Paper Co.....	294,125		247,495		Kroehler Mfg. Co.....	358,400		321,600	
Squibbs, E. R. & Sons.....	796,015		643,386		Kroehler Mfg. Co.....		314,800		321,600
E. R. Squibbs & Son.....		771,965		643,386	Valentine-Seaver Co.....		43,600*		
Lentheric, Inc.....		24,050*			Mohawk Carpet Mills, Inc..	252,390		239,800	
Standard Oil Companies.....	319,002		421,112		Simmons Co.....	827,613		503,539	
Chesebrough Mfg. Co.....		263,405		216,707	Singer Sewing Machine Co..	521,537		150,703	
Nujol Laboratories.....		55,597		204,405	Jewelry and Silverware				
Sterling Products Corp.....	558,676		528,345		Elgin National Watch Co...	359,350		309,000	
Bayer Co., Inc.....		190,488		166,414	Hamilton Watch Co.....	241,075		137,190	
Centaur Co.....		58,838		76,181	Hamilton Watch Co.....		168,576		133,840
California Pig Syrup Co....		16,857		11,371	Illinois Watch Co.....		72,500		3,350
Chas. H. Phillips Co.....		198,763		156,956	International Silver Co....	731,100		759,820	
Danderine.....		47,006		34,656	Oneida Community, Ltd....	421,900		445,150	
Edw. Wesley & Co.....		46,725		82,767	Western Clock Co.....	381,045		279,422	
Wander Co.....	504,779		440,557		Office Equipment				
Watkins, R. L. Co.....	459,004		452,625		Burroughs Adding Machine Co. (Including General Adding Machine Exc.)..	239,209		256,536	
R. L. Watkins Co.....		343,698		404,625	Remington - Rand Business Service, Inc.....	328,654		327,630	
I. W. Lyons & Sons.....		115,306		48,000	Royal Typewriter Co., Inc..	266,650		137,900	
Western Co.....	238,911		360,972		Paints and Varnish				
Williams, J. B. Co.....	249,209		297,363		Detroit White Lead Works..	264,425		231,850	
Yardsley & Co., Ltd.....	254,700		93,660		du Pont, E. I., De Nemours & Co., Inc.....	623,873		557,479	
Electric Appliances					Johnson S. C. & Son.....	526,307		516,487	
Electric Vacuum Cleaner Co.	251,700		259,850		Sherwin-Williams Co.....	275,750		401,950	
General Electric Co.....	1,933,256	1,697,131	1,693,798	1,457,948	Valentine & Co.....	501,600		503,230	
General Electric Co.....		236,125		235,850	Radio and Musical Instruments				
Edison Elec. Appliance....					Atwater Kent Mfg. Co.....	379,150		559,940	
Hoover Co.....	410,300		381,900		Radio Corp. of America ..	583,354		613,245	
Frigidaire Corp.....	791,632		638,796		Steinway & Sons.....	230,000		221,480	
Foods and Food Beverages					Union Carbide & Carbon Corp.....	1,007,095		893,957	
Armour & Co.....	315,700		281,500		Carbide & Carbon Chem. Co.....		78,550		9,500
Armour & Co.....		275,700		281,500	J. B. Colt Co.....	(Nothing)		34,400	
Morris & Co.....		40,000*			National Carbon Co., Inc.	894,045		798,871	
Borden Co.....	481,432		707,614		Prest-O-Lite Co.....	34,000		51,186	
Borden Co.....		441,095		677,737	Union Carbide & Carbon Co.....	500*			
Merrell-Soule Co.....		40,337		29,877	Victor Talking Machine Co.	960,260		945,730	
California Fruit Growers Ex	502,317		419,867		Soap and Cleaning Powders				
California Packing Corp....	758,278		973,757		Bon-Ami Co.....	510,700		537,250	
Campbell Soup Co.....	2,263,450		2,022,150		Fels & Co.....	631,820		598,127	
Certo Corp.....	227,315		255,006		†Lever Bros. Co.....	865,173		1,250,756	
Corn Products Refining Co..	517,403		396,145		†Proctor & Gamble Co....	3,849,779		2,783,050	
Cream of Wheat Co.....	574,790		571,635		Stationery and Pens				
Cudahy Packing Co.....	899,400		836,120		Parker Pen Co.....	356,700		387,085	
Evaporated Milk Ass'n.....	441,200		262,054		Sheaffer, W. A. Pen Co....	420,420		387,742	
Fleischmann Co.....	1,462,473		1,654,954		Miscellaneous				
Great Atlantic & Pacific Tea Co.....	265,000		149,500		All-Year Club of South Cal.	279,025		212,305	
Hawaiian Pineapple Co....	418,500		339,000		American Tel. & Tel. Co....	567,949		317,681	
Heinz, H. J. Co.....	807,761		592,321		Bell & Howell Co.....	244,143		218,178	
Horlick's Malted Milk Corp.	246,470		102,069		Eastman Kodak Co.....	553,269		576,573	
Kellogg Co.....	637,699		483,234		Ford Aviation Development (Ford Motor).....	224,700		40,820	
Kellogg Co.....		422,255		457,508	Laundryowners' Nat'l Ass'n	548,700		262,500	
Kaffee Hag Corp.....		215,444		25,726	Metropolitan Life Insurance Co.....	540,760		517,880	
Kraft-Phenix Cheese Co....	479,900		511,910		Montgomery Ward & Co....	238,864		381,520	
Lamont, Corliss Co.....	13,515		20,474		Paramount Famous Lasky Corp.....	257,865		492,645	
Libby, McNeill & Libby....	302,200		298,200		Rayon Institute.....	301,600*			
Pet Milk Co.....	301,300		283,200						
Pillsbury Flour Mills Co....	293,958		258,620						
Postum Co., Inc.....	3,876,904		4,013,610						
Franklin Baker Co.....		205,856		147,161					
Walter Baker & Co., Ltd.		317,851		151,698					
Calumet Baking Powder Co.....		67,679		86,345					
Cheek Neal Coffee Co.....		520,644		509,725					
Richard Hellmann, Inc....		170,925		146,875					
Igleheart Bros. Inc.....		276,690		268,925					
Jell-O Co., Inc.....		465,485		483,350					
La France Mfg. Co.....		40,694		37,712					
Log Cabin Products Co....		147,468		164,968					
Minute Tapioca Co.....		170,525		175,168					
Postum Co., Inc.....		1,445,688		1,841,683					
Sanka Coffee Corp.....		47,600*							
Quaker Oats Co.....	1,621,241		1,476,701						
Aunt Jemima Mills.....		365,550		359,400					
Mother's Oats Co.....		75,466		56,984					
Quaker Oats Co.....		916,925		926,842					
Muffets Corp.....		263,500		133,475					
Reid Murdoch & Co.....	324,200		347,677						
Royal Baking Powder Co....	399,794		544,100						
Southern Cotton Oil Trading Co.....	1,016,750		917,629						
Sun-Maid Raisin Growers of California.....	472,837		572,750						
Swift & Co.....	897,439		807,523						
Washburn Crosby Co.....	277,325		418,185						
Wheatena Corp.....	260,821		279,035						

\* Not compiled for 1927

† Make both soaps and toilet articles.



The purchasing power of the great college market is exemplified by this picture of student cars parked on Northwestern University campus during a class period.

## Mr. Sales Manager-Looking-for-Markets: Here Is a Billion Dollar One

**M**R. CHARLES F. KETTERING, Vice-President in charge of Finance of General Motors, addressed the International Advertising Association delegates and told them that 80 per cent of the automobiles sold are bought by people who haven't money. "I don't mean time payments," he said. "I mean by that the kids in the family. *They are the people who determine whether it goes into the family or not.* You must recognize what the younger generation is talking about, because one-half the people are 25 years old or younger, and one-half of the buying public is below 35."

So it goes with almost every product used in the home or on the person, with every form of recreation. There are approximately one million college students who represent the primary market of youth, with a high school and normal school market of four million which supplements it. The college market is primary both on purchasing power and availability.

At college the students spend staggering sums. Taking \$1,000 as a rough average of the college year's spending we have a billion-dollar market concentrated in a few hundred towns and cities. Some of the retail stores dealing with the college trade exclusively do a business of more than a million dollars a year.

But to the money spent at college must be added the purchases made by the collegian in his home town; there must be added, too, the paramount influence which the student exerts on the purchases of his family. The radiation of his influence works in two directions: it spreads both to his elders and to the youngsters coming along. This factor of spreading power is important, for it means the carrying of your merchandise into the home towns several times a year.

### One National Magazine Dominates This Market

The college market is served by one national maga-

zine, *College Humor*, and by many magazines and newspapers published by college students. *Perfect* coverage may be secured with *College Humor* as the backbone, supplemented by 110 college comics and 675 college newspapers. *Adequate* coverage to most manufacturers is obtainable by *College Humor* as a binding tie with a smaller, carefully selected list of student publications.

Many advertisers of prominence have recognized the importance of *College Humor* and its billion-dollar market. In the automotive field there are such discerning buyers of space as Studebaker, Chrysler, Hudson-Essex, Auburn, Cadillac-La Salle, and Fisher Body. *College Humor* advertisers in other fields include: Eastman Kodak, Goodyear, Hood, Royal Typewriter, L. C. Smith and Corona, Bradley, Majestic Radio, Western Electric, Squibb, Jantzen, Command-Aire, Absorbine, Jr., Mennen, Listerine, Hinds, Old Town Canoe, Learbury Clothes, George W. Luft Co., Parker Pen, Waterman, Conklin, Eveready, Gillette, Curtiss Candy, Wrigley, Canada Dry, Brunswick Records, and many more.

Executive readers of SALES MANAGEMENT are invited to ask for a special survey covering the sales possibilities for their product in the college field.

## College Humor MAGAZINE

1050 North LaSalle Street  
CHICAGO, ILL.

420 Lexington Avenue  
NEW YORK CITY

## MAGAZINE ADVERTISING BY INDIVIDUAL MEDIA

Below is compiled the dollar volume, as computed by National Advertising Records, of advertising carried in 1928 and 1927 by individual magazines, divided into major classifications. The totals here given are less than the N. A. R. totals for these re-

spective years because the original lists were not exactly the same. Here comparison is with identical magazines. Most of the gain in 1928 over 1927 was made in the last two or three months of the former year.

MONTHLIES		1928	1927	CLASS—(Continued)		1928	1927
GENERAL				Shrine.....		409,473	.....
Theatre.....				*Town & Country.....		183,964	166,980
Travel.....						528,173	522,579
						75,462	84,433
TOTAL.....				TOTAL.....		\$16,928,427	\$15,928,098
WOMEN'S				Delineator.....		4,429,630	3,549,592
Farmer's Wife.....				Fashionable Dress.....		977,977	950,371
Good Housekeeping.....				Holland's.....		139,944	128,801
Harper's Bazar.....				Household.....		10,178,670	8,999,643
Ladies' Home Journal.....				Ladies' Home Journal.....		1,627,414	1,371,614
McCall's.....				Needlecraft.....		699,168	758,074
Modern Priscilla.....				People's Home Journal.....		1,177,410	1,115,831
People's Home Journal.....				Pictorial Review.....		16,603,340	16,891,777
People's Popular Monthly.....				Vogue.....		7,235,488	6,265,731
Pictorial Review.....				Woman's Home Companion.....		835,274	934,648
Vogue.....				Woman's World.....		650,832	686,120
Woman's Home Companion.....				TOTAL.....		695,591	902,873
Woman's World.....						696,805	665,488
						6,565,910	7,097,750
						3,025,273	2,855,649
						8,666,529	8,066,445
						1,108,369	1,170,773
TOTAL.....				TOTAL.....		\$65,313,624	\$62,411,180
JUVENILE				American Boy.....		542,074	538,988
Boy's Life.....				Child Life.....		228,040	213,005
Child Life.....				St. Nicholas.....		218,331	.....
St. Nicholas.....				Youth's Companion.....		22,146	30,827
Youth's Companion.....				TOTAL.....		204,863	215,680
						\$1,215,454	\$998,500
WEEKLIES				American Weekly.....		6,221,280	4,120,615
Christian Herald.....				Collier's.....		346,629	305,992
Collier's.....				Judge.....		4,590,235	3,229,007
Judge.....				Liberty.....		324,520	297,591
Liberty.....				Life.....		8,702,475	9,551,080
Life.....				Literary Digest.....		760,699	730,896
Literary Digest.....				Outlook.....		8,009,722	8,112,208
Outlook.....				Saturday Evening Post.....		134,965	112,223
Saturday Evening Post.....				Time.....		48,600,854	53,024,280
Time.....				TOTAL.....		803,300	560,978
TOTAL.....						\$78,494,679	\$80,044,870
* Semi-monthly.							

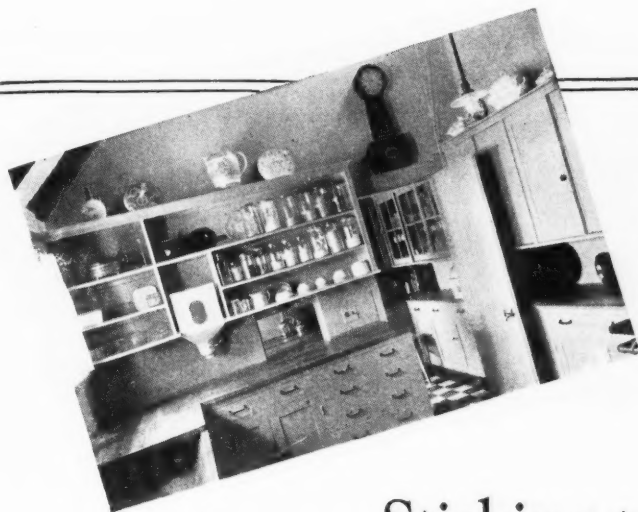
## MAGAZINE ADVERTISING BY INDUSTRIES

Magazine advertising recorded by N. A. R. is compiled here in totals by industries, ranked according to volume. Totals of 1928 are not strictly comparable with those of 1927, because of slight changes in the lists of magazines of the two years. For

all practical purposes, however, the variation is so relatively small as to be negligible. The compilation by months, of 1928 traces seasonal changes.

MAGAZINE ADVERTISING (In Thousands of Dollars)														
	1928	% Change over 1927	BY MONTHS FOR 1928											
			Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Drugs & Toilet Goods.....	30,032	+ 8.3	1,570	2,384	2,612	3,101	2,792	2,593	2,534	2,238	2,269	2,910	2,820	2,230
Foods & Food Beverage.....	27,284	+ 5.2	1,668	2,418	2,443	2,581	2,580	2,175	2,065	1,737	1,967	2,877	2,662	2,113
Automotive.....	22,937	-11.1	1,314	1,963	1,809	2,335	2,165	2,048	1,954	1,710	1,884	2,243	1,849	1,663
House Furnishings.....	17,999	- 0.8	1,093	1,198	1,622	2,018	1,971	1,504	1,059	782	1,432	2,030	1,724	1,567
Building Materials.....	9,816	- 5.3	492	642	833	1,160	1,050	950	713	565	878	1,006	955	570
Housekeepers' Supplies.....	8,721	+15.8	437	570	817	906	916	756	642	521	850	961	873	473
Clothing & Dry Goods.....	7,535	-18.7	470	504	668	903	721	703	542	315	642	882	691	497
Travel & Amusement.....	6,231	-14.7	572	484	536	692	655	522	426	279	272	445	575	774
Stationery & Books.....	5,676	+ 2.6	383	497	542	574	412	414	282	235	355	644	629	710
Radios, Phonos., Mus. Instr.....	5,384	-29.8	638	418	351	337	255	226	242	199	392	818	821	705
Cigars, Cigarettes, Tobacco.....	5,220	+ 6.3	474	440	468	543	515	500	446	353	272	373	372	475
Jewelry & Silverware.....	4,950	- 1.2	318	191	304	369	503	528	297	180	235	601	684	745
Sporting Goods.....	3,886	+12.5	169	216	197	309	472	575	558	313	258	273	244	303
Confectionery, Soft Drinks.....	3,722	-14.2	186	301	312	380	364	391	310	302	288	338	330	222
Paints & Hardware.....	3,675	-12.9	135	171	323	496	626	423	214	83	218	443	393	151
Shoes, Trunks & Bags.....	3,503	- 2.4	179	270	216	353	344	336	221	171	275	384	381	372
Lubricants, Petroleum.....	3,317	+ 7.7	182	154	230	360	370	364	341	267	262	316	258	214
Schools, Camps, Corres. Crs.....	3,272	- 9.9	335	420	291	251	198	192	184	229	292	310	306	285
Financial & Insurance.....	2,969	+ 5.0	215	227	258	289	278	270	247	194	188	282	248	274
Office Equipment.....	2,705	- 5.5	198	156	237	272	235	212	286	114	167	278	295	258
Machinery & Mechan. Supplies..	2,309	-30.7	218	208	203	252	205	202	172	123	161	191	203	175
Garden.....	1,268	- 5.7	150	203	231	153	130	94	50	37	64	65	37	54
Miscellaneous.....	2,791	- 6.0	162	313	259	257	210	142	162	167	272	346	285	221
TOTAL.....	185,205	+ 0.9	11,559	14,344	15,762	18,888	17,966	16,123	13,947	11,113	13,891	19,014	17,637	15,049





## Sticking to our Last

We leave to others the task of supplying the multitude with tempting recipes for the evening meal or new fiction that will give a few hours' pleasure. The style of madam's frock is Greek to us.

The planning of the kitchen for the preparation of the new recipe, the decoration of the living room, so that the new serial may be read in comfort, the proper furnishing of the boudoir is *our* task. A more important one, is it not? The new dessert may be ruined at a loss of a few cents, but if no provision has been made for the ice machine, or a hundred unnecessary steps have to be taken because of poor planning of the kitchen, madam has a serious problem.

For thirty-three years the House Beautiful has planned kitchens, decorated living rooms, furnished bed rooms for well-to-do Americans. For thirty-three years it has guided its readers. For thirty-three years it has influenced the buying of home furnishings and accessories.

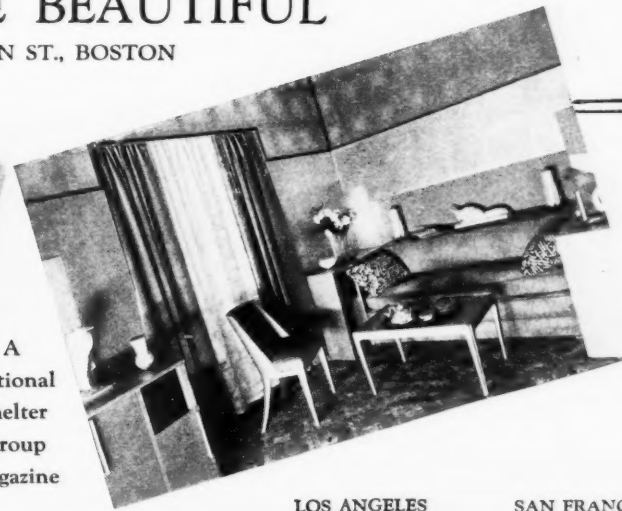
Thirty-three years selling our advertisers' products.

If this could be figured in dollars and cents, what a market it would show. Many manufacturers have been wise. Have you? The House Beautiful *does* pull.

Over 100,000 Net Paid Circulation

## THE HOUSE BEAUTIFUL

8 ARLINGTON ST., BOSTON



A  
National  
Shelter  
Group  
Magazine

NEW YORK

CHICAGO

LOS ANGELES

SAN FRANCISCO

## FARM PAPER ADVERTISING BY INDUSTRIES

\*Showing Dollar Volume Carried By Individual Publications in 1928

	TOTAL	AMERICAN FARMING	CAPPER'S FARMER	COUNTRY GENTLEMEN	FARM FIRESIDE	FARM JOURNAL	FARM LIFE	SUCCESSFUL FARMING
Machinery & Mechanical Supplies.....	\$ 1,923,218	\$ 32,941	\$ 163,947	\$ 897,554	\$ 207,490	\$ 256,688	\$ 84,252	\$ 280,347
Automotive Industry.....	1,730,541	16,324	227,572	1,071,546	101,716	84,237	12,804	216,342
House Furniture & Furnishings.....	858,907	24,492	85,611	489,169	60,778	76,917	26,662	95,278
Foods & Food Beverages.....	856,236	3,240	83,670	403,678	73,100	96,628	22,374	173,546
Building Material.....	776,311	4,281	61,405	356,754	100,160	94,975	44,616	114,120
Drugs & Toilet Goods.....	654,459	78,113	93,816	152,470	79,046	107,153	60,449	83,412
Radios, Phonographs & Musical Instruments.....	531,184	14,181	65,358	277,016	50,595	51,408	9,330	63,296
Garden.....	409,743	5,172	12,823	200,733	36,984	73,235	21,624	59,172
Lubricants & Petroleum Products.....	372,624	396	39,337	148,190	16,158	58,733	1,086	108,724
Cigars, Cigarettes & Tobacco.....	354,098	19,454	49,245	47,253	64,500	109,350	55,296	.....
Sporting Goods.....	227,889	4,516	37,061	65,425	25,614	32,567	18,874	43,872
Clothing & Dry Goods.....	204,548	5,759	13,236	93,063	25,550	41,740	9,546	15,654
Soaps & Housekeepers Supplies.....	180,141	861	11,337	63,848	9,816	46,351	2,010	45,918
Shoes, Shoe Furnishings, Trunks & Bags.....	175,129	516	14,410	87,992	3,330	24,773	702	43,406
Travel & Amusement.....	145,660	1,404	18,142	44,341	16,790	20,403	15,600	28,980
Paints & Hardware.....	138,314	56	2,770	55,684	6,204	50,074	1,242	22,284
Jewelry & Silverware.....	115,195	15,211	8,738	24,750	21,402	23,320	8,682	13,092
Stationery & Books.....	101,683	8,192	19,689	37,797	5,322	13,199	5,706	11,778
Confectionery & Soft Drinks.....	97,067	700	6,579	46,400	8,664	15,320	10,752	8,652
Schools, Camps & Correspondence Courses.....	61,302	3,623	5,564	4,968	8,062	13,085	8,132	17,868
Financial & Insurance.....	20,232	315	288	3,266	.....	4,669	714	10,980
Office Equipment.....	3,937	164	457	.....	1,002	778	822	714
Miscellaneous.....	677,225	81,103	68,688	163,905	77,952	122,581	66,156	96,840
<b>TOTAL.....</b>	<b>10,606,643</b>	<b>321,014</b>	<b>1,089,743</b>	<b>4,735,802</b>	<b>1,000,235</b>	<b>1,418,184</b>	<b>478,391</b>	<b>1,554,274</b>

## FARM PAPER ADVERTISING BY LEADERS

\*Names and Expenditures of Advertisers Who Took as Much Space as \$25,000 in 1928

	TOTAL PARENT COMPANY	SUBSIDIARY		TOTAL PARENT COMPANY	SUBSIDIARY
General Motors Corp.....	\$ 483,481		Goodrich, B. F. Rubber Co.....	\$ 84,500	
Buick Motor Co.....		\$ 36,000	Radio Corp. of America.....	82,071	
Chevrolet Motor Co.....		111,000	Nash Motors Co.....	75,857	
Fisher Body Corp.....		60,500	Hudson Motor Car Co.....	75,300	
Institutional.....		66,210	Atwater Kent Mfg. Co.....	65,649	
Oakland & Pontiac.....		40,500	Bon-Ami Co.....	56,800	
Olds Motor Works.....		10,400	Gillette Safety Razor Co.....	55,960	
Delco-Light Corp.....		83,391	American Tele. & Tele. Co. & Assoc. Co's.....	55,681	
Ethyl Gasoline Corp.....		75,480	Liggett & Myers Tobacco Co.....	55,020	
Postum Co., Inc.....	280,201		Timken Roller Bearing Co.....	54,000	
Franklin Baker Co.....		4,500	Stewart-Warner Speedometer Corp.....	52,260	
Calumet Baking Powder Co.....		76,051	Stewart-Warner Speedometer Corp.....	.....	\$31,200
Cheek-Neal Coffee Co.....		70,000	Bassick Mfg. Co.....	.....	21,060
Igleheart Bros., Inc.....		7,200	Ford Motor Co., (Tractors).....	51,600	
Postum Co., Inc.....		122,450	Fisk Tire Co., Inc.....	51,570	
Reynolds R. J. Tobacco Co.....	212,050		Du Pont, E. I., De Nemours & Co., Inc.....	48,180	
Chrysler Motor Corp.....	206,900		Hupp Motor Car Co.....	45,000	
Chrysler Motor Corp.....		54,000	United States Rubber Co.....	44,100	
Dodge Bros. & Graham Bros.....		139,400	Sterling Products Corp.....	43,210	
De Soto Motor Corp.....		13,500	Bayer Co., Inc.....	.....	32,478
Willys-Overland, Inc.....	190,000		Chas. H. Phillips Chemical.....	.....	10,170
International Harvester Co. of Amer.....	178,000		Edw. Wesley & Co.....	.....	562
Quaker Oats Co.....	166,280		Mohawk Carpet Mills, Inc.....	42,800	
Mother's Oats Co.....		75,280	Certo Corp.....	40,850	
Quaker Oats Co.....		91,000	Reo Motor Car Co.....	40,500	
Lambert Pharmacal Co.....	149,400		Forham Co.....	38,925	
Texas Co.....	140,750		Pillsbury Flour Mills Co.....	37,500	
Firestone Tire & Rubber Co.....	122,300		Standard Oil Companies.....	36,980	
(Including Firestone Footwear Co.)			Chesebrough Mfg. Co.....	.....	17,280
Goodyear Tire & Rubber Co.....	104,400		Standard Oil Co. of N. J.....	.....	19,700
Armstrong Cork Co.....	100,000		American Tobacco Co. Inc.....	36,900	
Swift & Co.....	95,856		Reid Murdoch & Co.....	35,200	
Union Carbide & Carbon Corp.....	93,033		American Radiator Co.....	34,800	
Carbide & Carbon Chemical Co.....		450	Celotex Co.....	33,750	
National Carbon Co., Inc.....		92,583	Cream of Wheat Co.....	32,400	
Congoleum-Nairn, Inc.....	92,700		Vacuum Oil Co.....	32,400	
Wrigley, Wm. Jr. Co.....	90,971		Fels & Co.....	28,000	
Montgomery Ward & Co.....	88,300		Paramount Famous Lasky Corp.....	27,000	

## RADIO BROADCAST ADVERTISING BY INDUSTRIES

\*\*Comparative Amounts Spent in 1928 and 1927

	1928	1927		1928	1927
Radios, Phonographs & Musical Instruments.....	\$ 2,081,775	\$ 1,103,364	Clothing & Dry Goods.....	\$ 61,787	\$ 11,593
Automotive.....	1,249,000	423,063	Jewelry & Silverware.....	46,596	26,580
Drugs & Toilet Goods.....	977,552	300,447	Sporting Goods.....	44,500	1,818
Foods and Food Beverages.....	773,476	427,830	Building Materials.....	42,144	30,000
Confectionery & Soft Drinks.....	701,164	260,402	Paints and Hardware.....	28,092	18,393
Financial & Insurance.....	656,147	471,006	Office Equipment.....	22,760	79,485
Stationery & Books.....	602,478	171,187	Machinery & Mechanical Supplies.....	13,830	9,900
House Furniture & Furnishings.....	409,589	205,776	Garden.....	4,748	.....
Cigars, Cigarettes & Tobacco.....	387,030	37,000	Schools, Camps & Correspondence Courses.....	.....	6,258
Lubricants & Petroleum Products.....	311,279	21,940	Miscellaneous.....	1,407,023	7,217
Shoes, Shoe Furnishings, Trunks & Bags.....	190,135	32,650			
Soaps & Housekeepers Supplies.....	182,148	90,759			
Travel & Amusement.....	99,243	23,342			
			<b>TOTAL.....</b>	<b>\$10,252,497</b>	<b>\$3,760,010</b>

\*\*Compiled from N. A. R., which does not include technical farm publications.

\*Compiled from N. A. R.

# The Simple Facts are:

... *that* The HOUSEHOLD MAGAZINE by continuous growth and improvement has stepped into First place among town magazines in volume of business ... *that* the women in over 1,700,000 homes in the smaller communities of America read it regularly ... *that* its advertising columns are filled with the messages of many of the most progressive and alert merchandisers in the national field ... *that* more bunk has been written and believed about the living conditions and merchandising methods of small towns than would seem possible ... *that* actually the small town home and the small town woman of today are consumers of most quality products which can be advertised in any market ... *that* the leading merchants who make any trading community are almost 100 per cent believers in advertised products ... *that* any firm advertising to women is doing an incomplete job and losing a golden opportunity in a constantly more important market if it does not utilize the services of The Household Magazine. ...

... *that* CAPPER'S FARMER by nine years of constant and uninterrupted growth is the Second paper in volume of business in the national farm field ... *that* it serves especially the vast agricultural country of the Midwest which for many years has been the most prosperous farming territory of the world ... *that* its popularity with farm folks is the result of its own individual style of editing a paper so as to render a real service ... *that* its amazing and never-duplicated response from these readers stops all argument as to whether its editorial plan is right. ...

... *that* both of these publications are part of The Capper Publications, the largest rural publishing house. Five of the nation's leading state farm papers—in Kansas, Missouri, Ohio, Pennsylvania and Michigan—are also Capper publications. Outside the metropolitan markets you are always assured of the best in the field if you pick "A Capper Publication."



## RADIO BROADCAST ADVERTISING BY LEADERS

\*Listing 106 Advertisers Who Spent Over \$10,000 in 1928

	AMOUNT		AMOUNT
Democratic National Committee.....	\$456,210	American Wire Fabrics Corp.....	\$42,114
Palmolive-Peet Co.....	371,855	Dictograph Products Corp.....	41,580
Republican National Committee.....	342,111	Warner Bros. Pictures Co.....	41,250
Wrigley, Wm. Jr., Co.....	322,402	Standard Oil Co. of California.....	41,042
General Motors Corp.....	313,834	Acoustic Products Co.....	41,000
Philadelphia Storage Battery Co.....	297,078	Armstrong Cork Co.....	40,397
National Carbon Co., Inc.....	294,510	Fansteel Products Co.....	40,285
Radio Corp. of America.....	280,895	Ceco Mfg. Co.....	40,000
Crowell Publishing Co.....	269,290	De Forest Radio Co.....	40,000
Cheek-Neal Coffee Co.....	268,053	Sealy Corp.....	39,212
McFadden Publications, Inc.....	260,000	O-Cedar Corp.....	38,155
Atwater Kent Mfg. Co.....	254,864	Emerson Drug Co.....	37,500
Metropolitan Life Insurance Co.....	253,405	United Radio Corp.....	35,478
Cities Service Co.....	238,130	Lewis, A. H. Medicine Co.....	35,000
Seiberling Rubber Co.....	227,383	Armand Co.....	34,548
Young & Rubicam.....	221,831	Interwoven Stocking Co.....	33,637
Stromberg Carlson Tele. Mfg. Co.....	216,245	Associated Oil Co.....	33,612
Congress Cigar Co.....	210,500	Firestone Tire & Rubber Co.....	33,491
Great Atlantic & Pacific Tea Co.....	207,960	Consolidated Cigar Co.....	33,060
Clicquot Club Co.....	201,412	Forecast Publishing Co.....	32,605
Montgomery Ward & Co.....	188,523	Eastman Kodak Co.....	32,500
Dodge Bros., Inc.....	188,437	Lambert Pharmacal Co.....	31,240
Goodrich, B. F. Rubber Co.....	187,044	Lowney, Walter M. Co.....	29,124
Bristol-Myers Co.....	182,886	Hewes & Potter, Inc.....	27,600
Hoover Co.....	175,890	Three-In-One Oil Co.....	26,000
Federal Brandes Inc. & Kolster Radio Corp.....	149,300	General Baking Co.....	25,729
American Tobacco Co.....	143,470	Keystone Watch Case Co.....	25,400
Grisby-Grunow Co.....	135,000	Cook, Thos. & Sons.....	25,263
Halsey, Stuart & Co.....	130,807	Quinby, W. S. & Co.....	22,400
Whittall, M. J. Associates.....	125,215	Dunn & McCarthy Co.....	21,310
Fisk Tire Co.....	124,497	Wittnauer, A. & Co.....	21,196
Columbia Phonograph Co.....	114,520	Graton & Knight Co.....	20,989
Stetson Shoe Co.....	91,856	Washburn Crosby Co.....	20,879
La France Mfg. Co.....	85,372	Lehigh Coal & Navigation Co.....	20,812
Bourjois, Inc.....	72,048	Savings Bank Development Committee.....	18,275
Individual Drinking Cup Co.....	72,037	Automatic Washer Machine Co.....	17,605
Michelin Tire Co.....	72,000	Corn Products Refining Co.....	17,317
Sylvania Products Co.....	71,774	Physical Culture Shoe Co.....	15,849
Shell Co. of California.....	65,350	Isuan Corp.....	15,111
U. S. Playing Card Co.....	61,911	Gilbert, A. C. Co.....	14,947
White Rock Mineral Spring Co.....	61,078	Union Oil Co. of California.....	14,491
Copeland Service.....	59,106	Tenth Presbyterian Church.....	14,300
Champion Spark Plug Co.....	58,925	General Electric Co.....	13,830
American Maize Products Co.....	58,423	Standard Oil Co. of Indiana.....	12,845
Standard Oil Co. of New York.....	56,850	California Petroleum Co.....	12,375
Forhan Co.....	54,716	Mutual Saving Bank Development Committee.....	12,040
Smith Bros.....	52,662	Bond Electric Corp.....	12,000
American Piano Corp.....	52,186	North American Dye Corp.....	12,000
Batten, Barton, Durstine & Osborne, Inc.....	51,471	Jeddo Highland Coal Co.....	11,592
Coward, James S.....	48,017	Centaur Co.....	11,500
Royal Baking Powder Co.....	45,950	Victor Talking Machine Co.....	11,440
Chesebrough Mfg. Co.....	44,000	International Lions Club.....	11,040
Stanco, Inc.....	43,224	Texas Co.....	10,123

\*Data furnished by Media Records. Covers time charges but not talent.

### Powel Crosley, Jr., Wants Facts, Not Guesses

Any corporation which can increase net income from \$736,162 in 1927 to \$3,605,974 in 1928 might be excused if it rested content with practices and policies which were so markedly successful. But the Crosley Radio Corporation does not rest on past laurels.

Its officers are alert and open-minded to new ideas, new facts, latest and most accurate data.

With their home office subscription to SALES MANAGEMENT they will receive a copy of this Reference Number, but one copy is not enough for the divisions and branches of so large a company.

Several weeks before this issue went to press our circulation department received an order for three extra copies of this issue. They tell us that the frequent use made of the 1928 issue convinced them that they would need at least four copies this year.

**PUBLISHERS AND ADVERTISING AGENCIES WISHING TO INFLUENCE LEADING NATIONAL ADVERTISERS SUCH AS CROSLLEY CAN DO SO ECONOMICALLY THROUGH THE ANNUAL REFERENCE NUMBERS OF SALES MANAGEMENT.**

## VI

# ADVERTISING AGENCIES

## PERSONNEL AND CHIEF CHARACTERISTICS

### Principles Governing the Selection of Agencies

**S**UCCESSFUL relations between advertisers and their agencies are based on compatibility, respect and trust. Because of the importance of the human element the selection of an advertising agency cannot be reduced to scientific rules.

Nevertheless, there are certain approximately correct yardsticks which can be used by an advertiser in making up a preliminary list of from six to twelve thoroughly competent agencies who meet all general tests satisfactorily. After meetings and investigations the advertiser doubtless will select from this group the ONE agency with whose executives his thoughts and personality "click" most effectively and most harmoniously.

The ten tests following are based on a searching inquiry made by this magazine among experienced advertisers and agencies. These tests should not be thought of as all-inclusive or all-conclusive but are offered as rough indications of the basic requirements every good agency should meet.

#### 1. Experience

While it is true that many of the outstanding advertising successes have been planned and executed by advertising agencies with no previous experience whatever in that particular field, it is also true that the right kind of an agency learns by experience. The more experience the agent has had in meeting the problems peculiar to your business the less danger of mistakes and the need of experimenting.

A point of especial importance is the sales background of the different men in the agency. It is becoming more and more important that advertising copy should be more than flowery sentences and pretty sayings. It has to sell goods to stand up under the new order of things. Experience as a salesman or as a sales manager is therefore a point in favor of an advertising agent.

But while experience is valuable, just as it is important in a salesman, it must not be overemphasized. After all, you are selecting your agent for his skill and ability in advertising craftsmanship. You are after advertising results, equally as much as sales results—and there is a difference.

Experience alone will not give you those results. But experience may save you some costly mistakes.

#### 2. Reputation

The general standing of an agency can be checked through experienced advertisers, publishers and rival agencies. For example, in choosing your agent, it is a fact that agents themselves are the best judges of agents. It is their business. They know more about the successes of their competitors, and also their failures, than the advertiser. On the other hand, they are human. Being human, they are influenced by jealousy and other human shortcomings. For that reason it is not safe to place entire dependence upon what other agents tell you about their fellow agents. But, given proper weight, an agent's opinion of an agent, if obtained indirectly, is valuable.

The organization known as the American Association of Advertising Agencies has membership qualifications which go far to establish reputation. They are (summarized) as follows:

1. Size or volume of business is not an influential factor in determining the agency's qualifications.
2. Geographical location has no bearing, but does determine the council in which the application is to be voted upon.
3. The applicant must have been doing business as a going concern.
4. So-called "house agencies," established by one or more advertisers, are not eligible for membership, nor is an agency which is owned by any publishing, printing, engraving, or any other business from which the agency purchases in the interests of its clients.
5. Experience counts: An applicant must be able to furnish references as to both business and advertising experience.
6. The factors of character, ability, and financial responsibility are considered as extremely important.
7. It is desirable that an applicant shall have obtained satisfactory recognition within each of the four principal publishing groups.
8. No agency is admitted that handles business at less than card rates, or makes rebates of any kind.
9. There are strict requirements as to business methods. Some of the things that are frowned upon by the asso-

## These are our clients:

BUILDING MATERIALS	Anaconda Copper, Brass & Bronze
DRUGS AND TOILET GOODS	Smith Brothers' Cough Drops Smith Brothers' Cough Syrup Mennen Shaving Cream Mennen Talcum for Men Mennen Skin Balm Vantine's Incense
FARM PRODUCTS	Chilean Nitrate of Soda
FOOD PRODUCTS	White Rose Tea.
INDUSTRIAL	Anaconda Extruded Bronze Egyptian Lacquers
JEWELRY	Benrus Watches.
OFFICE SUPPLIES	Esterbrook Steel Pens
PUBLISHERS	Book of Knowledge Standard Farm Paper Unit
TEXTILES	Pequot Sheets and Pillow Cases Stevens Spreads
WOMEN'S WEAR	Cantilever Shoes P.N. Practical Front Corsets



**HOMMANN, TARCHER & SHELDON, Inc. ■ 551 FIFTH AVENUE, NEW YORK**







ciation are preparing of speculative plans, placing of men in the service of an advertiser at the agency's expense, the hiring of men from an agency or any other organization because of control over a prospective account, the paying of any remuneration to a third party as a means of securing or holding an account, the taking of special profits or commissions without the knowledge of the client, the offering or granting of any extension of credit or banking service to an advertiser as an inducement to get the business.

An agency that is a member of this association has much in its favor, but there are many worthy agencies with principles fully as high as those subscribing to the AAAA code who do not belong to it.

### 3. Size

This is one of the least important of the ten tests, as it is a mistake to assume that mere size is any criterion of an agency's ability to make a success of your advertising. Some of the most effective advertising in the country today is being produced by agents whose volume is comparatively small. Some of the least effective advertising is being produced by agents with large unwieldy organizations, and overmanned selling forces.

The trend in advertising agency service is toward giving superlative service to a selected group of advertisers, rather than to build up a large list of "placing" accounts which are here today and down the street tomorrow.

Nevertheless, there are definite advantages to be gained by dealing with a well-organized agency. In the first place the large agency, by virtue of specialization, can bring to bear on your problems a larger experience. A departmentalized agency gives you the advantage of trained specialists in each phase of advertising. Instead of being dependent upon one man to prepare your copy, follow through the mechanical preparation of the advertising, buy the space and interview the publication solicitors, organization makes it possible for a specialist in copy and plan work to write the advertising, another specialist will attend to the art work and mechanical details, still another specialist will buy the space, and others will check the advertising and work with the publishers.

### 4. Recognition

The financial standing of the agency is a matter of concern to the advertiser. The best measurement of his financial responsibility is the recognition extended by the various publishing groups. Publishers, through special committees, carefully and periodically check the financial position of agencies doing business with them. An agent who permits his account to become delinquent is reported to a central source, and if several publishers report the same agent as not paying his bills, that agent's recognition is withdrawn. However, it should be made clear that to receive recognition an agent must apply to the publishers' committee for it. There are agents who are in the best financial condition who feel no need of such recognition, and therefore, never apply for it since it involves making a financial statement. Many good agencies specialize in certain types of accounts such as industrial or farm and hence do not need recognition outside their field. Agencies concentrating on local business are not likely to request national recognition.

The publisher groups who formally "recognize" or "approve" advertising agencies, and maintain the machinery for checking an agent's activities are:

- Periodical Publishers Association (P.P.A.)
- Associated Business Papers, Inc. (A.B.P.)
- American Newspaper Publishers Association (A.N.P.A.)
- Agricultural Publishers Association (A.P.A.)
- American Home Magazine Publishers (A.H.M.P.)

In addition to the national organizations there are individual publishers, such as Curtis, and a number of semi-national and local organizations, such as the Southern Newspaper Publishers Association. In Canada there are the Canadian Daily Newspaper Association, Canadian Weekly Newspaper Association and the Business Periodicals Association.

### 5. Record

An advertising agency that is rendering satisfactory service to the clients has a smaller turnover in accounts, as a rule, than an agency that is interested in accounts merely for the commissions they can get out of them. That is obvious. By asking an agent to give you a list of his accounts and tell you how long each has been with him you can get a very good idea of his ability to serve you satisfactorily. By

getting in touch with the advertisers which he has been serving over a period of years you can also get valuable information about the agency's ability to satisfy its clients.

An agent who can point to several accounts, which have started with him on a small scale, and which have steadily increased their advertising appropriations year after year, is a good agent to have.

But it is only fair to add that the agent is not always to blame for his accounts leaving home. There are too many advertisers who think that good advertising calls for a radical change of copy every few years. They no sooner get established with one agent than they begin to want something different—something new. They forget that the really successful advertisers are not those that change their advertising copy as a chameleon changes its color, but are those that have set for their advertising a definite aim and stay with their plan until that aim is accomplished.

Then again there are advertisers who have set ideas about advertising technique and copy. Often their ideas do not jibe with the ideas of the agency. In the clash of views the agency may decide that they do not care to assume responsibility for the success of an advertising program which the dictates of their judgment and experience lead them to believe is unsound.

### 6. Price

The advertiser *should* get every possible value out of his advertising dollar, but one of the first rules for being a good buyer is to buy only the best when it comes to brains—because the highest-priced brains are usually the least expensive.

You can get advertising counsel at any price you wish to pay, just as you can get coal for any price you wish to pay. But all coal is not just coal, and all advertising agents are not just advertising agents. There are degrees. You can choose, if you wish, an agent who will handle your advertising on a brokerage basis and rebate the commissions. There are still a few agencies of that sort in business. Or you can find an agency who will agree to handle your advertising with certain kinds of plus-service thrown in—they might be willing to let you put your advertising man on their payroll, or give a job to one of your wife's poor relations.

Stay clear of the agent who solicits your business on a price basis, no matter how tastefully he fixes up the sugar coating of your pill. If you are a successful business man, doing business along sound, ethical lines, seek out an agent of the same stamp. There is a world of wisdom in that saying of Plutarch: "If you live with a lame man you will learn to halt." An advertising agent who is so weak that he has to rebate his commissions and offer trick inducements to get business is a lame duck. Can you afford to identify yourself with that type of agency?

You can't get real agency service without paying for it. The right kind of an agent, with a record of results back of him, does not have to stoop to trick deals to get business. He does not have to make extensive researches without pay. He does not have to put your wife's poor relations on his payroll.

### 7. Organization

It is no particular trick for an agency to accumulate a large list of "accounts." But it is something for an agency to hold three or four important clients year after year. There are several accounts in this country, any one of which represents an advertising appropriation of more than the combined appropriations of fifty or sixty "average" accounts. The important thing for you to know is: Has the agency an organization adequate to properly serve the accounts already on its books, and capable of serving you as well? If the agency is a one-man organization and already handles—we won't say serves—forty accounts, you are safe in assuming that you are not going to get very much of that man's time. On the other hand, the agency may handle two hundred accounts but if it is organized to properly service these accounts you need have no hesitancy in entrusting your advertising here.

### 8. Age

While the age of an agency is important, it means nothing until all the factors relating to its age are taken into consideration. There are agencies in this country forty years old that still live in the dark ages of advertising. They have completely failed to keep step with progress. They continue to place the same patent medicine accounts that they placed



in George Rowell's time; they have no conception of research work, no sense of obligation for the results of their copy, no aim in life other than the grubbing of a few commissions. If age alone meant anything—these agencies would rank near the top.

But when you find an agency that has been established for some years, whose record shows that it has been one of the leaders in advertising agency progress, and who is just as up-to-date as its youngest competitor, that agency is entitled to more than passing consideration. It is logical to assume that during the years it has been in business it has gathered a great deal of advertising wisdom and experience that should be of value to you. We must remember that important as brilliant copy and attractive lay-outs in advertising are, sound judgment based on experience is just as important.

On the other hand, however, there are any number of comparatively young agencies who are equally qualified to give you the counsel you need because the principals of the agency are men of wide experience. It is, therefore, a good plan when selecting an agency to ascertain exactly what the experience of each agency principal has been.

#### 9. Policy

A large part of the difficulties which advertisers get into with their agencies arises over charges for art work, engravings, printing, and the other supplementary materials that are involved in a complete advertising program.

So one of the first things to find out is how the agent proposes to handle his charge for this sort of work. He is entitled to a fair compensation, and you should expect to pay for whatever work is done on your account. But the time to find out what his basis of charge will be, is before you appoint him, and not after.

Some agents handle art work, engravings and printing on the same basis that they handle space advertising. That is to say, they charge flat percentage for all advertising handled by them, regardless of whether it is space advertising, getting out a booklet, or preparing a campaign of dealer helps. They invoice the client at the net rate charged them, less any discount from the publisher or engraver, and add to it an agreed upon percentage to cover their service. This is

usually a satisfactory arrangement, although there are other plans just as satisfactory. The important thing is to be sure that the matter of charging for extras is covered in the agreement—otherwise you may be paying the agent an indirect fee that is all out of proportion to what you thought you were going to pay.

#### 10. Contract

At first thought, it would seem that an advertising agency which believes in itself should be willing to take your advertising account on a basis that would permit severing the relationship on short notice.

It is debatable, however, if this is the best arrangement to make with your agent—for several reasons. First, before an advertising agent can give you the service to which you are entitled, he has to spend considerable time and money in studying your problems. If he does not do this thoroughly, it is difficult to conceive how he can spend your money most advantageously. If your arrangement with your agent is subject to termination at short notice, the agent cannot afford to make the thorough study of your advertising problem he should.

A second reason in favor of a time contract is that you protect yourself against yourself. It is a well-known fact that few advertising undertakings show immediate results. Advertising success is a plant of slow growth. It takes time to develop. Very often an advertiser starts his advertising in high hopes and sits back to wait for a deluge of business. But the avalanche of orders does not come. He gets cold feet and cancels his advertising. Had he the courage to hang on for a few months longer, the orders would come and he would reap a full measure of success. A time contract covering a one, two or even five years' advertising might save him that loss. Yet he gets that protection without putting his head in a poke—because no reputable agency wishes to continue a contract if the results were hopelessly inadequate to the cost of the advertising—or the contract not mutually agreeable.

Then, too, a definite, clear-cut agreement between advertiser and client, setting forth exactly the basis of operation and the basis of charges, will save a great many disputes later which might easily be the means of rendering a promising advertising effort nil.

Recognition by Publishers' Associations is prima facie evidence of financial reliability and ability to render good service in the field covered by the particular association, as the requirements for recognition are exacting and must be carefully adhered to in agency practice day by day.

This in no sense means to say, however, that those agencies with less than two publishers' recognition, or indeed none, are not reliable. Some agencies specialize in particular fields, or in local newspaper accounts and, therefore, do not seek or need for their specialized purposes recognition from several or all national publishers' associations.

Because space in this book is necessarily limited, we have confined this guide to those agencies having recognitions from two or more national publishers' associations, supplemented by a selected list of specialists.

The list of publishers' associations is as follows:

ANPA—American Newspaper Publishers' Association  
PPA—Periodical Publishers' Association  
ABP—Associated Business Papers  
AHMP—American Home Magazine Publishers  
APA—Agricultural Publishers' Association

For further information about these advertising agencies, readers are directed to the advertisements in this section. SALES MANAGEMENT also keeps an information file for each recognized agency, and subscribers are privileged to consult our editorial department for whatever additional information may be available.

## To Help You Choose An Agency

Both client and agency hope that their relations will be enduring. Therefore, it is well to find out as much as possible about each other before forming a connection.

This agency issues at frequent intervals, booklets about advertising and sell-

ing, from which anyone who desires, can get a full understanding of its ideas, theories, practices, trend of thought and style of expression, as well its methods of procedure.

These booklets will be sent freely on request to interested executives.

**Charles Austin Bates, Inc., Advertising, 67 W. 44th, New York**

# GUIDE TO ADVERTISING AGENCIES

Based on Recognitions From Two or More Publishers' Associations

**A W ADVERTISING, Inc.** Established: 1914  
420 Lexington Avenue, New York, N. Y.  
Branch: Paris, France.

Member: NOAB.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

ARTHUR WOODWARD, President, Merchandising Director; BLISS WOODWARD, Vice-President; ALMA WOODWARD, Secretary.

This is a small agency of the personal service type, specializing in general accounts and in campaigns where the appeal is to women. Handles eighteen accounts, the oldest being Lewis Bros., James Van Dyk Co., Lifsey Travel Service, and the largest Lewis Bros., Grand Central Packard Corp., and J. P. Carey Co.

**ACME ADVERTISING AGENCY**  
125-29 Luckie Street, N.W., Atlanta, Ga.  
Recognitions: APA; AHMP.

**ACORN AGENCY, Inc.**  
67 West 44th Street, New York, N. Y.  
Recognitions: ANPA; APA; AHMP.

**OTIS H. ADAMS CO.**  
10 Milk Street, Boston, Mass.  
Recognitions: APA; AHMP.

**ADVANCE ADVERTISING CORPORATION**  
2117 Guarantee Title Building, Cleveland, Ohio  
Recognitions: ABP; APA; AHMP.

**ADVERTISERS INCORPORATED** Established: 1928  
7310 Woodward Avenue, Detroit, Mich.  
Branches: San Francisco, Los Angeles, Seattle, New York.  
Recognitions: ANPA; PPA; ABP; APA; AHMP.

LEE ANDERSON, President. For many years an outstanding figure in advertising and automotive circles. Successively feature writer, sports editor, Sunday editor and assistant managing editor of the *Detroit Tribune* and *Detroit News*. In 1908 he became one of the pioneer advertising executives in the automotive industry. Joined Theodore MacManus, Inc., in 1916 and was for several years vice-president of that organization, resigning in 1928 to organize Advertisers Incorporated. BURT A. McDONALD, Vice-President, Treasurer and Merchandising Director. Canadian Manager and later vice-president of the Continental Guaranty Corp., New York; president of Commercial Credit Trust, Chicago. In 1927 became vice-president and treasurer of Kelvinator Corp., and president of Refrigerator Discount Corp. BEATRICE CAREY. Two years with Carl Green Advertising Agency; eleven years with Theodore MacManus, Inc. ROBERT E. CLAYTON, Research Director and Space Buyer. L. A. MEYERS, Space Buyer (Outdoor).

This agency specializes in automotive industry advertising. It is active advertising counsel for Chrysler Products, including Dodge Brothers cars, trucks and commercial vehicles; Chrysler Imperial, "65," "75," De Soto Six, Plymouth Cars, Fargo Trucks and commercial vehicles. Creates and places all national and outdoor advertising, both domestic and Canadian, as well as a large part of the export advertising of Chrysler Corp. and its various divisions. Has specialists in the following advertising media: radio, business paper, outdoor, moving picture, direct-mail and publicity news service.

**AITKIN-KYNETT CO.**  
1420 Walnut Street, Philadelphia, Pa.  
Recognitions: ANPA; ABP; PPA; APA; AHMP.

**AJAX ADVERTISING AGENCY, Inc.** Established: 1923  
232 Madison Avenue, New York, N. Y.  
Recognitions: ANPA; PPA; APA; AHMP.

DEWEY PINSKER, President and Secretary. ARTHUR L. LIPP, MANN, Vice-President. G. T. PADROCK, Treasurer and Space Buyer.

This agency is especially fitted for handling general and technical accounts, and serves nineteen advertisers, the oldest of which are Robert Bosch Magneto Co., Henry Klein & Co., Inc., and Kaumagraph Co.

**ALEXANDER ADVERTISING AGENCY**  
1482 Broadway, New York, N. Y.  
Recognitions: ANPA; AHMP.

**MILTON ALEXANDER CO.**  
343 John R Street, Detroit, Mich.  
Recognitions: ANPA; PPA; ABP; APA; AHMP.

MILTON ALEXANDER, President. ELTON M. PLANT, Space Buyer, Merchandising Director and Syndicate Department Manager. DAVID H. BLOWER, Art Director. LEE A. FINK, Research Director.

An agency handling general, financial, technical, mail-order, school, resort and retail accounts. It has specialists in radio, moving picture, outdoor, business paper and direct-mail advertising and publicity news service. Thirty accounts. Also a syndicate service with national circulation. Its three oldest accounts are Industrial Bank of Detroit, Robinson Furniture Co. and Sallan Jewelry, Inc. Its largest accounts are Robinson Furniture Co., Lincoln Manufacturing Co., Industrial Bank and Peninsular State Bank.

**ELMER L. ALLEN** Established 1919  
23-25 East 26th Street, New York, N. Y.  
Recognitions: PPA; APA; AHMP.

ELMER L. ALLEN, President.

This agency serves about ten clients, a majority of whom manufacture toys and games. The three oldest are Myers Mfg. Co., Porter Chemical Co. and Ideal Aeroplane & Supply Co.

**ALTNOW-SINGLETON, Inc.**  
Marion Building, Seattle, Wash.  
Recognitions: APA; AHMP.

**AMBRO ADVERTISING AGENCY** Established: 1921  
Merchants National Bank Building, Cedar Rapids, Iowa.  
Recognitions: ABP; APA; AHMP.

A. OTTO AMBROZ. HAROLD J. ROWE.

This agency handles twenty-two accounts and is well equipped for general, technical and agricultural advertising.

**AMESBURY ADVERTISING AGENCY, Inc.**  
718 Phoenix Building, Minneapolis, Minn.  
Recognitions: ANPA; APA; AHMP.

**AMSTERDAM AGENCY, Inc.** Established 1901  
680 Fifth Avenue, New York, N. Y.  
Member: AAAA; NOAB; ABC.  
Recognitions: ANPA; APA; AHMP.

GEORGE F. BARTON, President. E. J. MILLER, Treasurer. WILLIAM A. TYACK, Secretary and Space Buyer. FRANK B. ZIEHL, Assistant Treasurer.

An agency especially fitted for general accounts and for serving clients in the transportation, real estate, school and resort fields.

**ANCHOR ADVERTISING AGENCY** Established: 1924  
Third National Building, Dayton, O.  
Recognitions: PPA; ABP; APA; AHMP.

GEORGE A. BUCHANAN, Owner and Space Buyer.

This agency is especially fitted for handling general, technical and mail-order accounts, with specialists in business paper and direct-mail advertising.

**ANFENGER ADVG. AGENCY** Established 1918  
Shell Building, St. Louis, Missouri  
Recognitions: ANPA; PPA; APA; ABP; AHMP.

ENNO D. WINIUS, President. With this agency for more than eleven years. Executive vice-president 1923 to 1928. K. P. PLESSNER, Vice-President. Formerly with advertising department, *St. Louis Star*. Member of this organization since 1924. G. GORDON HERTSLET, Vice-President. Experience covers one year, Shell Petroleum Corp., three years, Morganite Brush Co. and one year, Emerson Electric Co. Connected with this agency since 1925. H. C. SCHMIDT, Secretary. With agency since 1918. F. J. SPINDLER, Treasurer.

This agency is well organized to serve general, financial, technical and mail-order accounts. It now serves forty clients.



**ANKRUM ADVG. AGENCY**

Established 1909

100 No. La Salle Street, Chicago, Ill.

Recognitions: APA; AHMP.

ELWOOD W. ANKRUM, President. ALMA L. SCHNAKE, Secretary. Both have been with this agency since its organization. The above agency has over one thousand different advertising accounts each year, consisting mainly of classified advertising accounts in the direct selling and mail-order field. It is one of the largest classified advertising agencies in the world.

**OREN ARBOGUST**

Established: 1922

30 North Michigan Avenue, Chicago, Ill.

Recognitions: PPA; ABP.

OREN ARBOGUST, Owner and Space Buyer. Formerly with Erwin & Wasey Co. Has specialized in copy for the last eight year, directing his efforts towards producing copy of the highest type.

An agency serving general accounts and well equipped for advertising through business papers, outdoor media, motion pictures, direct mail and publicity news service. It handles four accounts, including the Book-Cadillac Hotel, The Algona Panel Co., and the American Hospital Supply Corp.

**ARCHER ADVERTISING COMPANY**

Est. 1926

Enquirer Building, Cincinnati, Ohio.

Branch: Los Angeles, Cal.

Recognitions: PPA; ABP; APA; AHMP.

R. R. KREBS, E. E. PEAKE, JOHN L. CLOUGH, JOHN L. CLOUGH, Research Director. H. L. EICHHAMMER, Merchandising Director. This agency serves twelve clients, the oldest being P. H. Davis Tailoring Co., and Gibson Art Co., and the largest P. H. Davis Tailoring Co., Western Growers' Protective Association and the Almoco Corp. It is equipped to handle general accounts and food advertising, with specialists in business paper and direct-mail advertising as well as publicity news service.

**F. WALLIS ARMSTRONG COMPANY**

16th and Locust Streets, Philadelphia, Pa.

Recognitions: ANPA; PPA; APA.

**JOHN FALKNER ARNDT & CO.**

Established: 1921

Lewis Building, 15th &amp; Locust Streets, Philadelphia, Pa.

Recognitions: ANAP; ABP; APA; AHMP.

JOHN F. ARNDT, President, Research Director, Merchandising Director and Space Buyer. Seven years' advertising experience. Formerly with F. Wallis Armstrong Advertising Agency; at one time Assistant Sales Manager of Franklin Sugar Refining Co. DAVID B. ARNDT, Secretary, Treasurer and Space Buyer. Five years' advertising experience. Formerly with Manufacturers' Appraisal Co. ROBERT N. D. ARNDT, Vice-President and Space Buyer, Two years' experience. Formerly with Loose-Wiles Baking Co.

This agency is composed of younger men, with specialists in radio and business paper advertising, direct-mail advertising and publicity news service. Its services are general, covering national as well as technical and industrial fields in market analysis, merchandising and advertising. Of its thirty-six accounts, Thomas Halton's Sons, R. H. Hood Co. and Standard Refrigerator Co. are the oldest.

**THEODORE E. ASH ADVERTISING AGENCY**

Established: 1921

Commercial Trust Building, City Hall Sq. West, Philadelphia, Pa.

Recognitions: ANPA; ABP; AHMP.

THEODORE E. ASH, President and General Manager. PAULINE B. PETERS, and JULIA MORRIS, Space Buyers.

The interesting and persuasive copy prepared by this agency is the result of extensive research work and investigation. It has specialists in radio and business paper, moving picture and direct-mail advertising. The scope of its advertising includes not only general accounts but extends to financial, technical and mail-order as well as dental and pharmaceutical fields. The three oldest accounts are Anthracite Coal Operators, Kali Manufacturing Co. and Geo. W. Jacobs & Co. (book publishers); the largest, L. D. Caulk Co., Anthracite Coal Service and Macrae-Smith Publishing Co.

**ATHERTON & CURRIER, Inc.**

420 Lexington Avenue, New York, N. Y.

Recognitions: ANPA; APA; AHMP.

**HARRY ATKINSON, Inc.**

410 No. Michigan Avenue, Chicago, Ill.

Recognitions: ANPA; APA; AHMP.

**AUBREY & MOORE**

Established 1922

410 North Michigan Avenue, Chicago, Ill.

Member: NOAB.

Recognitions: PPA; ABP; APA; AHMP.

JAMES T. AUBREY, President. Served in capacity of advertising manager for Packard Motor Car Co. and *Hearst's International Magazine*. JOHN C. MOORE, Vice-President. Formerly vice-president, Nichols-Moore Advertising Agency. JOHN H. NORTH, Space Buyer and Research Director.

This agency is especially fitted for general and technical accounts. Among its clientele of thirty the account which it has served for the longest period is the Interstate Iron & Steel Co. Outstanding among its largest are Munsingwear Corp., Boyer Chemical Co. and Irving Drew Co.

**AUSPITZ-LEE-HARVEY, Inc.**

Established: 1925

360 No. Michigan Avenue, Chicago, Ill.

Recognitions: ANPA; ABP; APA; AHMP.

IRVING D. AUSPITZ, President and Merchandising Director. Previous advertising agency experience; at one time merchandising consultant. A. F. LEE, Vice-President. Advertising agency experience; formerly advertising manager. L. H. HARVEY, Secretary. Newspaper and advertising agency experience; formerly advertising manager. BEN I. BUTLER, Research Director. FRANK SPREYER, Space Buyer.

This agency directs its advertising activities along general, financial, mail-order and radio lines. It employs specialists in direct-mail and radio advertising. The Hammond Clock Co., Drovers National Bank and Straus Bros. Investment Co. have been with the agency a long time. Hammond Clock Co., Erla Radio, Hockaday, Inc. and Prater Pulverizer Co. are among its largest accounts.

**N. W. AYER & SON, Inc.**

Established: 1869; Incorporated: 1929

Washington Sq., Philadelphia, Pa.

Branches: 200 Fifth Avenue, N. Y.; 30 State Street, Boston; 164 West Jackson Blvd., Chicago; 235 Montgomery Street, San Francisco.

Member: ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

WILFRED W. FRY, President. With Ayer since 1909. Experience as road salesman and executive; also in the manufacture and distribution of dairy products. Director of leading national bank in Philadelphia. WILLIAM ARMISTEAD, Vice-President. In circulation and advertising department of a daily newspaper, owner of an agency in Atlanta, later with R. J. Reynolds Tobacco Co. JAMES M. MATHES, Vice-President. Seventeen years with agency. Prior experience as road salesman, wholesale groceries. Resident Partner in charge of New York office. ADAM KESSLER, Jr., Vice-President and Treasurer. With the agency since 1901. Previous experience includes selling drugs at retail; managing director of a truck and wheel company; part owner and directing factor in retail grocery business. GEORGE H. THORNLEY, Vice-President. With Ayer nineteen years. JOHN HANSEL, Jr., GEROLD M. LAUCK, WILLIAM B. OKIE and STERLING C. PEACOCK, Vice-Presidents. DEAN HARRY HAYWARD, Research Director. CHARLES S. O'DONNELL, Merchandising Director. EUGENE GREINER and FRANK L. SWIGERT, Space Buyers.

This agency is one of the outstanding agencies in the world and has been closely identified with many of the great advertising successes of the past fifteen years. An institutional type of agency, with high ideals and well organized in every department, it has clients in practically every field of advertising activity. N. W. Ayer & Son are generally believed to place the largest volume of advertising of any agency in the country and are one of the oldest agencies.

**JOSEPH E. BAER, Inc.**

171 Madison Avenue, New York, N. Y.

Recognitions: ANPA; PPA; APA; AHMP.

**S. C. BAER CO.**

Established: 1922

2527 Kemper Lane, Cincinnati, O.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

S. C. BAER, owner. Twenty years' advertising experience, with International Harvester Co. and other manufacturers. In agency work before organizing his own agency seven years ago. This is one of the leading Cincinnati agencies, handling approximately thirty accounts and especially fitted for general and financial advertising, with specialists in business paper, outdoor and direct-mail advertising. Three oldest accounts are Huenefeld Co., Robinson Laboratories and Allen Mfg. Co., Nashville, Tenn., and the largest, The Western & Southern Life Insurance Co., Huenefeld Co. and Allen Mfg. Co.



**BARNES & FEHLING CO.**

1600 Walnut Street, Philadelphia, Pa.

Recognitions: ANPA; PPA; APA; AHMP.

**BARROWS, RICHARDSON, ALLEY & RICHARDS CO.**

420 Lexington Avenue, New York, N. Y.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

**THOMAS E. BASHAM CO.**

Established: 1910

McDowell Building, Louisville, Ky.

Member: AAAA; NOAB.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

THOMAS E. BASHAM, President and Space Buyer. Sixteen years' agency experience, twenty years' selling experience. J. SEATON HUFF, Vice-President and Space Buyer. DELMER J. RAMERS, Secretary and Treasurer. Research and Merchandising handled by account executives.

This is one of the three leading agencies in Louisville. The agency specializes in general, financial, technical, school and resort accounts. It is equipped to advertise through business papers, radio and outdoor media as well as publicity news service. Now serving thirty-two accounts, of which H. Fendrich, Inc., Ballard & Ballard, Inc. and Tobacco By-Products Chemical Corp. are the oldest and largest.

**CHARLES AUSTIN BATES, Inc.**

Established: 1928

67 W. 44th Street, New York, N. Y.

Recognitions: ANPA; APA.

CHARLES AUSTIN BATES, President. Thirty-five years' experience as advertising agency head and manufacturer. PHILIP LUKIN, Vice-President. With the *New York Globe* for two years. Two and a half years in trade paper business; three and a half years with Charles Austin Bates, Inc.

This agency, organized in 1928, is a revival of the original Charles Austin Bates Agency of twenty-five years ago. Charles Austin Bates was one of the first to develop the idea of the service agency as it exists today. The agency now serves eleven accounts and is especially fitted for general and financial advertising.

For further information concerning this agency, see page 142

**J. D. BATES ADVERTISING AGENCY**

Established: 1897

1653 Main Street, Springfield, Mass.

Branch: 1100 Statler Building, Boston.

Recognitions: ANPA; PPA; APA; AHMP.

J. D. BATES, President and Manager of Springfield office. Formerly Advertising Manager of *Good Housekeeping* magazine. Thirty years' experience in sales and advertising for many prominent New England advertisers. J. D. BATES, Jr., Manager of Boston office. Formerly with the advertising department of the Flintkote Co. This agency handles national accounts, such as food, furniture, hosiery, paper, cutlery and machinery, as well as accounts in financial, technical, mail-order and school and resort fields. Has specialists serving its clients through radio, business paper and direct-mail advertising, as well as publicity news service. About twenty-one accounts.

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

Established 1892

383 Madison Avenue, New York City, N. Y.

Branches: Rand Building, Buffalo, N. Y.; McCormick Building, Chicago, Ill.; 10 State Street, Boston, Mass.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA.

BRUCE BARTON, Chairman of the Board. Well known as editor, author and publicist. WILLIAM H. JOHNS, President. Many years' advertising experience. Joined George Batten Co. in 1892. President American Association of Adv. Agencies, 1917-1919. ROY S. DURSTINE, Vice-President and General Manager. Newspaper and advertising experience. Co-founder of Barton, Durstine & Osborn, Inc. Contributor to magazines and author of books on advertising. President of American Association of Advertising Agencies, 1925-26. F. R. FELAND, Vice-President. Newspaper and advertising experience covering more than twenty years. ALEX F. OSBORN, Vice-President. Newspaper and advertising work since 1909. Writer of business articles and author of books on advertising. CHARLES J. BABCOCK, Vice-President. Advertising experience before joining George Batten Co. in 1911. PAUL M. HOLLISTER, Vice-President. Formerly account executive and copy writer, H. K. McCann Co.; joined Barton-Durstine & Osborn, Inc., in 1919.

Author, contributor to magazines. FRANCIS G. HUBBARD, Vice-President. Has been long in advertising. With Barton-Durstine & Osborn, Inc., since beginning. Chairman, New York Council, American Association of Advertising Agencies, 1926-27. N. W. EMERSON, Vice-President. Formerly with Sears, Roebuck Co.; assistant sales manager and manager of export department of Regal Shoe Co. of Boston; representative of Curtis Publishing Co. Joined Geo. Batten Co. in 1917. C. L. DAVIS, Vice-President. Advertising solicitor for *McCall's Magazine*; circulation manager, *Today's Magazine*; partner, Fuller-Davis Co. (printing). Later with Fowler Simpson Co., advertising agency and Remington Agency. Joined Barton, Durstine & Osborn, Inc., 1919. S. H. BUSSEY, Vice-President. Experienced in newspaper advertising. Joined George Batten Co. in 1902. A. D. CHIUQUINE, JR., Vice-President. At one time newspaper reporter and feature writer, *Philadelphia Public Ledger*. Free lance publicity writer before joining Barton, Durstine & Osborn, Inc., in 1919. F. M. LAWRENCE, Secretary. Came with George Batten Co., 1896. CHESTER E. HARING, Assistant Secretary. Fifteen years' general agency experience before joining Barton, Durstine & Osborn, Inc., in 1923. R. J. HAYWARD, Treasurer. Formerly secretary and assistant treasurer, Renault Auto Co.; treasurer, Foster & Stewart, Inc. (cotton duck mfrs.), 1917-19. Joined Geo. Batten Co., 1919. T. ARNOLD RAU, Assistant Treasurer. Supervisor for Expo Camera Co.; salesman, Keystone Watch Case Co.; reporter, United Press. Joined Barton, Durstine & Osborn, Inc., 1919. GEORGE F. GOUGE, Director. Previously in publishing field in charge sales promotion, Home Pattern Co.; general manager, Automobile Blue Book Publishing Co. until 1921, joining Barton, Durstine & Osborn, Inc., as an account executive. R. L. HURST, President, Barton, Durstine & Osborn Corp. of Illinois. Early experience in publishing field; sales and advertising manager of mill and timber company; associated with Curtis Publishing Co. Joined George Batten Co. in 1922. CHARLES WADSWORTH, Research Director. F. M. LAWRENCE, Manager. B. C. DUFFY, Assistant Manager. D. P. MAXWELL, ROGER OWSLEY, H. C. BRANDAU, WILLIAM O'DONNELL and ROBERT STORY, Space Buyers.

This agency is the result of a merger of George Batten Co., established 1892, and Barton, Durstine & Osborn, Inc., established 1919. It is one of the leading agencies in the country, adequately organized to serve any type of account and employing specialists in radio, business paper, outdoor, moving picture and direct-mail advertising and publicity news service. One hundred and twenty accounts.

**ADRIAN BAUER ADVERTISING AGENCY**

Washington Square Building, Philadelphia, Pa.

Recognitions: ANPA; PPA; AHMP.

**BAUERLEIN, Inc.**

Established: 1922

Hibernia Bank Building, New Orleans, La.

Member: ABC.

Recognitions: ANPA; PPA; AHMP.

G. W. BAUERLEIN, President. Newspaper advertising manager for five years. Fifteen years' advertising agency experience. H. S. McGEHEE, Vice-President. Ten years' advertising agency experience. A. M. GOTTSCHALL, account executive. Seven years' newspaper and two years' advertising agency experience. E. M. RAYL, Space Buyer.

This agency handles twenty accounts along general and financial lines. It has specialists in outdoor advertising. The oldest accounts are Illinois Central Railroad, Canal Bank & Trust Co. and Lorraine Mfg. Co. Illinois Central Railroad and Banana Distributing Co. are its largest accounts.

**BAXTER-DAVIS ADVERTISING CO.**

Established: 1916

1004 Baltimore Avenue, Suite 540, Kansas City, Mo.

Member: AAAA; NOAB.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

WESLEY H. LOOMIS, JR., Chairman of Board. Twelve years' general advertising agency experience in Kansas City. JUNIUS F. BAXTER, President and Treasurer. Fourteen years' general advertising agency experience in Kansas City, with fourteen years' previous advertising experience on metropolitan newspapers. DONALD D. DAVIS, Vice-President. Six years' general advertising agency experience in Kansas City. FRANK E. WHALEN, Vice-President, fifteen years' general advertising experience in Kansas City. HAZEL M. CARL, Secretary. Ten years' general advertising experience, Kansas City. HAZEL M. CARL, JAMES R. REESE and executives, Space Buyers.

This agency enjoys the confidence of some of the largest national advertisers in the west and handles fifty accounts in

**BAXTER-DAVIS ADVERTISING CO.—Continued**

general, financial and travel fields. It is well equipped for radio, business paper and direct-mail advertising. Its three oldest accounts are Midland Life Insurance Co., Burnham-Munger-Root and Kansas City Title & Trust Co. Arts Crafts Guild Travel Bureau, Lucky Tiger Remedy Co. and Automatic Electric, Inc., are its oldest.

**THE BAYLESS-KERR CO.** Established: 1920  
1162-1164 Hanna Building, Cleveland, O.

Member: NOAB.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

WILLIAM N. BAYLESS, President. Five years' advertising agency experience. Advertising manager and member of Board of Directors of Conklin Pen Co. for eleven years. Advertising and business experience covers twenty-seven years. HORACE D. KERR, Vice-President and Treasurer. Four years' previous agency experience. Eight years with Atlas Portland Cement Co. Advertising and business experience covering seventeen years. RICHARD S. RIMANOCZY, Secretary. Formerly advertising manager of McMyler-Interstate Co.; also of Oster Mfg. Co. Eight years' advertising and business experience. WALTER BUTCHER, Space Buyer.

Organized in 1920 as the Schulte-Tiffany Co., the agency changed later to Tiffany-Bayless Co., and still later, in March, 1926, to The Bayless-Kerr Co. This company, especially fitted for general, technical and mail-order accounts, serves seventeen clients, the oldest of which are the Ohio Desk Co., The Grasselli Chemical Co. and Fred G. Clark, Inc. (HyVis Motor Oil). The Grasselli Chemical Co., Fred G. Clark, Inc., and Industrial Rayon Corp. are its largest accounts.

**BEEBE ADVG. AGENCY**

17 N. State Street, Chicago, Ill.

This agency is exceptionally qualified by experience and organization to serve school advertisers.

**STERLING BEESON, Inc.** Established: 1924  
610 Second National Bank Building, Toledo, O.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

STERLING BEESON, President, Merchandising Director. City Editor of *Toledo News-Bee*. With U. S. Advertising Corp., Toledo. JOHN O. MUNN, Vice-President. Nine years Assistant Advertising Manager with Willys-Overland Co. R. S. CUMMINGS, Vice-President. At one time with Theodore McManus, then with Martin V. Kelley Advertising Agency as Vice-President. Had his own agency prior to joining this firm. CARROLL MCCREA, Vice-President. Formerly city editor, then political editor of *Toledo Blade*. Seven years advertising manager, then advertising counsel for Toledo Scale Co. WALLACE M. FINDLAY, Vice-President. H. R. STURGEON, Secretary-Treasurer and Research Director. Account Executives, mentioned above, are in charge of space buying.

A leading Toledo agency handling thirty accounts in diversified lines of business and well equipped for general and technical advertising. Specialists in publicity news service, business paper and direct-mail advertising. The three oldest accounts are Conklin Pen Co., The Bunting Brass & Bronze Co. and Oval Wood Dish Corp. Conklin Pen Co., Bunting Brass & Bronze Co. and The De Vilbiss Co. are the largest.

**BEHEL & HARVEY, Inc.** Established 1921  
326 W. Madison Street, Chicago, Ill.

Recognitions: ANPA; PPA; APA.

V. W. BEHEL, JR., President. W. S. HARVEY, JR., Secretary, Treasurer and Space Buyer.

This agency is well equipped to serve every variety of business and is particularly adapted to handle financial, technical and mail-order accounts. It now serves thirty-five clients in widely diversified fields.

**JULIAN J. BEHR CO.**

Dixie Terminal Building, Cincinnati, Ohio

Recognitions: ANPA; PPA; ABP; APA; AHMP.

**BELLAMY-NEFF CO.** Established: 1919  
127 N. Dearborn Street, Chicago, Ill.

Branch: 345 Madison Avenue, New York, N. Y.

Member: NOAB.

Recognitions: ANPA; PPA; APA; AHMP.

C. C. NEFF, President. Fifteen years' advertising experience. REXFORD BELLAMY, Vice-President and Research Director. Twenty-four years' advertising experience. J. P. NEFF, Vice-President. Eight years' advertising agency experience. J. J.

DONAHOE, Secretary. Fifteen years in auto and advertising business.

An agency serving about fifty accounts, the oldest and largest of which are American Bond & Mortgage Co., Blackstone Institute, Stutz Automobile Co. (Eastern), and Park Central Hotel, New York. It has specialists in business paper, radio, outdoor and direct-mail advertising and publicity news service. Well qualified to accept general accounts as well as those from financial and technical, mail-order, school and resort, hotel and automobile fields.

**AUSTIN F. BEMENT, Inc.** Established: 1925  
3-143 General Motors Building, Detroit, Mich.  
Branch: 456 Wrigley Building, Chicago, Ill.

Member: ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

AUSTIN F. BEMENT, President. MILBY W. LLOYD, Vice-President, Merchandising Director and Research Director. GORDON C. ELDRIDGE, General Manager. L. GRANT HAMILTON, Business Manager and Space Buyer. FRANK C. WILLIAMS, Art Director. C. C. LOVELESS, Manager of Chicago Branch.

A well-organized agency, with specialists in radio and business paper, outdoor and direct-mail advertising and publicity news service. It has nine accounts along general and technical lines, Packard Motor Car Company being one of the oldest and largest. Other major accounts are Haag Brothers Co., Portland Cement Association and C. S. Dent & Co., the two latter advertisers forming, with Packard Co., the three oldest accounts.

**BENNETT-WILLIAMS CO., Inc.** Established: 1923  
High Point, N. C.

Recognitions: ANPA; ABP; APA; AHMP.

HAROLD C. BENNETT, President and Space Buyer. Has been with Standard Oil Co., Indiana, *Chicago Tribune*, Swift & Co., Webb & Vary, Atlanta, and Bennett-Williams Co. for periods totaling fifteen years. JOHN L. WILLIAMS, Secretary, Treasurer and Space Buyer. Fifteen years' experience: Farmer & Stockman, Geo. W. Ford Agency, Calvin Stanford Agency, free lance, Bennett-Williams Co. O. H. HENDERSON, Vice-President and Art Director. Ten years' experience. Chicago Academy of Fine Arts, Professor Elon College, Bierman Engraving Co., Bennet-Williams Co.

This agency, with specialists in direct-mail and business paper advertising, includes within the scope of its activities general, technical, mail-order and resort accounts. It serves thirty-five clients, the three oldest of which are Carolina Power & Light Co., Marsh Furniture Co., and Myrtle Desk Co., and the largest Carolina Power & Light Co., Forsyth Furniture Lines, Inc., and Myrtle Desk Co.

**BENSON, GAMBLE, JOHNSON & READ**  
Established: 1909

1069 Adams Franklin Building, Chicago, Ill.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

JOHN BENSON, Partner. Twenty-two years' experience in general advertising agency practice. Nationally known as a student of business economics and broadly identified with advertising affairs. T. S. GAMBLE, Partner. Twelve years' agency experience, principally in department store, automotive and financial fields. GEORGE READ, Partner and Research Director. Advertising experience covers twenty-two years. Formerly with Lord & Thomas as plan and copy man; Advertising Manager, Hartman Furniture Co. and American School of Correspondence. CARL H. JENKINS, Space Buyer.

A consolidation of Benson & Gamble, established 1909, and Johnson, Read & Co., established 1915. This agency serves a group of clients whose businesses are well diversified as to kind and size. It is particularly qualified to meet the needs of general and financial advertisers. Its principal accounts are Halsey, Stuart & Co., Northern Trust Co. and National Association of Ice Industries, all of which have been with this agency for a long time.

**BERINGER & MEYERS, Inc.** Established 1925  
110 So. Dearborn Street, Chicago, Ill.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

J. P. BERINGER, President. J. STOUGH, Vice-President. F. M. MEYERS, Secretary and Treasurer. M. ONDO, Space Buyer. This agency at present serves fifteen diversified accounts, among which the three oldest are Frederick Dyer Co., O. W. Dean Co. and Chicago Correspondence School of Music. Its largest clients are Pyramid Drug Co., F. A. Stuart Co. and Dr. H. Will Elders.



**BERNSTEN & LIVINGSTON, Inc.**

Established: 1928

55 Sutter Street, San Francisco, Cal.

Member: NOAB.

Recognitions: ANPA; APA; AHMP.

H. C. BERNSTEN, President. Twenty years' experience in agency and newspaper advertising. LEON LIVINGSTON, Vice-President. Eighteen years' experience in department store and agency advertising. B. BIEDERMAN, Space Buyer.

A merger of the San Francisco office of Lockwood-Schackelford, established 1912, and the Leon Livingston Agency, established 1914. The agency has handled the accounts of Pauson & Co., Wells Fargo Bank & Union Trust Co. and California Association of Ice Industries for many years. The range of its activities extends to general, financial and technical fields. On its staff are men thoroughly acquainted with radio, outdoor and direct-mail advertising. This company handles sixteen accounts, the largest of which are Pacific States Savings & Loan Co., California Association of Ice Industries and Wells Fargo Bank & Union Trust Co.

**THE BIOW COMPANY, Inc.**

Established: 1916

521 Fifth Avenue, New York, N. Y.

Member: AAAA.

Recognitions: ANPA; PPA; APA; AHMP.

MILTON H. BIOW, President and Treasurer. ANNA HAUPTMAN, Secretary. FRANCIS J. KAUS, Vice-President. JOSEPH E. BLOOM, Vice-President. FLORENCE A. SMITH, Space Buyer. This agency handles about twenty-eight accounts of a general nature, the oldest of which are S. Glemby's Sons Co., Bulova Watch Co., Inc., and Max Schling, Inc. Vadsco Sales Corp., Bulova Watch Co. and S. Glemby's Sons Co., are its largest accounts.

**THE BIRCHARD CO.**

The Skinner Building, Seattle, Wash.

Recognitions: APA; AHMP.

**BIRCH-FIELD & CO., Inc.**

110 West 40th Street, New York, N. Y.

Recognitions: ANPA; PPA; APA; AHMP.

**BISBERNE ADVERTISING CO.**

Established: 1920

58 East Washington Street, Chicago, Ill.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

MARCUS BERNSTEIN, President. Twenty-eight years' advertising and agency experience. RALPH J. ROSENTHAL, Vice-President. Fifteen years' experience in advertising and agency work. MILTON FREUD, Vice-President. R. BERNSTEIN, Secretary-Treasurer. Eleven years' advertising and agency experience.

The accounts of this agency are evenly divided along general and school and resort lines. Some of its oldest accounts are Gregg School, American Seating Co., Art Institute Art School.

**BISSELL & LAND, Inc.**

339 Boulevard of the Allies, Pittsburgh, Pa.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

**BLACKETT-SAMPLE-HUMMERT, Inc.**

Established: 1923

58 East Washington Street, Chicago, Ill.

470 Fourth Avenue, New York, N. Y.

Member: NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

J. G. SAMPLE, President. HILL BLACKETT, Secretary and Treasurer. E. F. HUMMERT, Vice-President. E. H. KRUSE, Research Director. GEORGE R. MCGIVERN, Space Buyer.

This agency prefers to concentrate on a small number of large accounts. It is especially fitted for general advertising, with specialists in radio and outdoor advertising and publicity news service. It serves twelve clients, the oldest of which are Alemite Lubrication Corp., General Mills, Inc. (Gold Medal Flour) and Wander Co. (Ovaltine).

**THE BLACKMAN COMPANY**

Established: 1908

122 East 42nd Street, New York.

Branch: Gwynne Building, Cincinnati, O.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

JAMES K. FRASER, Partner. Formerly of copy department of Ward & Gow; also Assistant Advertising Manager, National Biscuit Co. Advertising experience with Mahin Agency, Chicago, and Hampton Agency, New York. In charge of national

sales, Eastern Division, Street Railways Co. FRANK J. HERMES, Partner and Space Buyer. Seventeen years in retail clothing business. Twenty years' agency executive experience. MICHAEL L. WILSON, partner. Ten years' advertising manager of the *Churchman*; two years General Manager of *Cosmopolitan Magazine*; twenty years' agency executive experience. RAY GILES, Partner. Formerly Advertising Salesman and Assistant Sales and Advertising Manager for a motor truck company. RICHARD COMPTON, Partner. Food specialist, formerly in the grocery field. MARK WISEMAN, Partner. In charge of copy. Formerly with *Collier's Weekly*. LAURENCE G. MEADS, Partner and Merchandising Director. Formerly salesman in a publishing company; also with Loose-Wiles Biscuit Co. Eastern Advertising Manager of a monthly magazine. MADELEINE C. SCHNEIDEWIND, Research Director. L. T. BUSH, MAX HACKER and JOHN HILL, Space Buyers. This agency extends its activities along general, financial and technical lines. It has experts in radio, business paper and outdoor advertising. Accounts number fourteen, Packer Mfg. Co., National City Co., and Vacuum Oil Co., being the oldest and Procter & Gamble Co., Vacuum Oil Co. and U. S. Rubber Co., the largest.

**BLAINE-THOMPSON COMPANY**

Est.: 1901

Fourth National Bank Building, Cincinnati, O.

Branch: 321 West 44th Street, New York, N. Y.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; APA; AHMP.

MYER LESSER, President, Treasurer and Space Buyer. J. D. LESSER, Vice-President. J. M. SMITH, Secretary. E. K. WOODROW, JOBY ADAMS, J. A. CARROLL and P. B. GRAY, Space Buyers.

This agency, with specialists in radio and business paper, outdoor and moving picture advertising, is particularly qualified to handle general and financial accounts. Blaine-Thompson serves twenty-five accounts, the oldest being Warner Brothers Pictures, Inc., International Products Co., and Philo Burt Mfg. Co. The three largest accounts are Warner Brothers Pictures, Inc., International Products Co. and First National Pictures, Inc.

**JOHN W. BLAKE ADVERTISING**

Established: 1919

45 So. Broadway, Yonkers, N. Y.

Recognitions: ANPA; PPA; APA; AHMP.

JOHN W. BLAKE, owner and Merchandising Director. Thirty-one years' advertising experience.

An agency well qualified to accept general accounts, with considerable experience in mail-order advertising. Serves seven accounts, the oldest and largest of which are Embossing Co., Albany, Baby Cariole Co., Albany, and Wm. Henry Maule Co., Philadelphia. Specialists in direct-mail advertising.

**ADOLPH L. BLOCH ADVERTISING AGENCY**

Established: 1922

42 North 9th Street, 302 Graphic Arts Building  
Portland, Ore.

Recognitions: ANPA; APA; AHMP.

ADOLPH L. BLOCH. J. R. BALBACH. ADOLPH L. BLOCH, Space Buyer.

This agency serves thirty accounts in diversified lines of business.

**BLOOMINGDALE, WEILER ADVG. AGENCY**

1420 Chestnut Street, Philadelphia, Pa.

Recognitions: ANPA; APA; AHMP.

**CHARLES BLUM ADVG. CORP.**

Established 1907

1120 Spruce Street, Philadelphia, Pa.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; APA; AHMP.

CHARLES BLUM, President. In agency field thirty years. Has also had sales' experience. EDWARD A. MCCAY, Vice-President, Treasurer and Space Buyer. Twenty years' agency experience. Prior to that was in sales department of large organization and service department of printing concern. EUGENE C. MOORE, JR., Secretary. Has been giving agency service ten years. MILTON M. FISHER, Sales Manager. Twenty years' experience in agencies and advertising and sales management. HOWARD F. KAIRER, Contact and Plan Board and Space Buyer. In agency work seventeen years. Previously in advertising department of large manufacturer. LAWRENCE S. RONEY, Copy Chief. Eight years in agency copy department. GEORGE T. STREET, JR., Research and Plan Board and Space Buyer. Connected with leading advertising agencies for nine years. WM. DRYSDALE, Space Buyer.



**CHARLES BLUM ADV. CORP.—(Continued)**

The above agency has an adequate and efficient staff that gives satisfactory service to all business and especially technical and mail-order accounts. It has specialists in radio, business paper, outdoor and direct-mail advertising. Of the fifty-two accounts now served, the three oldest are Mathis Yacht Bldg. Co., Arthur J. Collins & Sons and Henry F. Michell Co. The largest are John C. Winston Co., American Seed Co. and Rittenhouse Press.

**BOLTON ADVG. COMPANY, Inc.**

1106 Mahoning Bank Building, Youngstown, Ohio

PAUL H. BOLTON, President. D. J. JONES, Vice-President. MISS HELEN GIGENBACHER, Secretary.

Serves over thirty accounts in the general field, many of them local. Associate member the Lynn Ellis Group.

**A. T. BOND**

20 Central Street, Boston, Mass.

Established: 1900

Recognitions: ANPA; APA; AHMP.

A. T. BOND. Nearly forty years' experience. "Bond of Boston" has long been in charge of the advertising of White House Coffee for Dwinell-Wright Co., and has given twenty-five consecutive years of service to that firm. Especially fitted for handling general accounts.

**F. W. BOND CO.**

429 So. Ashland Blvd., Chicago, Ill.

This organization offers a specialized sales promotion and advertising service to manufacturers distributing through dealers, consisting of advertising at the point of sale, advertisements in business papers covering the manufacturer's field, and advertising in newspapers with circulations concentrated in areas important to the manufacturers.

**BONSIB, Inc.**

701-2-3 First National Bank Building, Fort Wayne, Ind.

Established: 1924

Recognitions: ANPA; PPA; ABP; APA; AHMP.

LOUIS W. BONSIB, President, Treasurer and Space Buyer. For seven years service manager of Indianapolis Engraving Co. Maintained a business of his own in Fort Wayne for seven years. M. A. BONSIB, Vice-President. ROBERT F. KELTY, Secretary.

This agency has been especially successful in handling all sorts of dealer campaigns and dealer helps. All campaigns are planned as a complete unit, the agency furnishing everything—space advertising, direct mail, dealer helps, window trims and sales letters. With specialists in radio, business paper and direct-mail advertising it is prepared to accept general, technical and mail-order accounts. Ten major accounts, with twelve other advertisers regularly served. Huntington Laboratories, The Nurte Companies, and H. A. Thrush & Co. are its oldest clients and Louis Rastetter & Sons, the Nurte Companies and B. Walter & Co. the largest.

**BOROUGH ADVERTISING AGENCY**

Established: 1909

367-373 Fulton Street, Brooklyn, N. Y.

Recognitions: ANPA; AHMP.

MAX LAVENTHAL, Owner. Thirty years' experience. DAVID LAVENTHAL, twenty years' experience.

This agency serves a number of local classified and real estate accounts. Famous Fain and Marcus Loew, Inc., are the oldest and largest.

**BOTSFORD-CONSTANTINE COMPANY, Inc.**

Established: 1917

45 Fourth Street, Portland, Ore.

Branch: 6625 White Building, Seattle, 420 Standard Oil Building, San Francisco.

Member: AAAA; NOAB.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

C. P. CONSTANTINE, President. D. M. BOTSFORD, First Vice-President. STANLEY G. SWANBERG, Vice-President, San Francisco. MERLE W. MANLY, Vice-President, Seattle. RAY ANDREWS, Vice-President, Portland. F. COYKENDALL, Space Buyer. One of the leading agencies in the Pacific Northwest, serving thirty active accounts. It is especially fitted for general, food and wearing apparel advertising. Crescent Mfg. Co., Jantzen Knitting Mills, Oregon City Woolen Mills and Pacific Coast Biscuit Co., are its oldest accounts. The three largest are Jantzen Knitting Mills, Pacific Coast Biscuit Co. and Crescent Mfg. Co.

**BOTT ADVERTISING AGENCY**

Home Insurance Building, Little Rock, Ark.

Recognitions: ANPA; APA; AHMP.

**THOS. M. BOWERS, ADVG. AGENCY, Inc.**

25 East Jackson Blvd., Chicago, Ill.

Recognitions: ANPA; PPA; APA; AHMP.

**HENRY P. BOYNTON, ADVG. AGENCY, Inc.**

1370 Ontario Street, Cleveland, Ohio

Recognitions: APA; AHMP.

**BOZELL & JACOBS, Inc.**

Established: 1926

510 Electric Building, Omaha, Neb.

Recognitions: ANPA; APA; AHMP.

LEO B. BOZELL, President and Treasurer. MORRIS E. JACOBS, Vice-President, Secretary and Space Buyer. NATHAN E. JACOBS, Merchandising Director and Space Buyer.

An agency with specialists in radio and business paper advertising, serving twenty-four accounts along general, financial and utilities lines.

**BRANDT ADVERTISING COMPANY**

Established: 1919

Tribune Tower, 435 N. Michigan Avenue, Chicago, Ill.

Member: NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

E. S. BRANDT, President. C. T. BEALL, Secretary and Treasurer. G. H. E. HAWKINS, Vice-President. Formerly advertising manager for Gold Dust Washing Powder. TOM P. LAKE, Merchandising Director. CARL E. FORSBERG, Space Buyer.

This agency is particularly prepared to handle general, financial, grocery and drug advertising. It has specialists in radio advertising. The three oldest accounts are John Puhl Products Co., Hough Shade Corp. and International Corset Co. Stillman Freckle Cream Co., Fred W. Scarff and Central Public Service Corp. are the largest accounts. The agency serves thirty advertisers.

**W. L. BRANN, Inc.**

125 Park Avenue, New York, N. Y.

Recognitions: ANPA; PPA; APA; AHMP.

**BRECHT-POLLARD Inc.**

Established: 1922

170 N. Queen Street, Lancaster, Pa.

Recognitions: ABP; APA; AHMP.

B. WESTON STELLE, President and Space Buyer. Formerly with N. W. Ayer & Son. LEWIS B. WESSINGER, Vice-President and Production Manager. Previous sales experience. FREDERICK S. FOLTZ, Secretary, Treasurer and Space Buyer. Formerly newspaper reporter, advertising manager of *Lancaster Intelligencer and News Journal*; also in advertising and sales capacities with J. Horace McFarland Co., and manager of Nixdorf & Bard Printing Plant. AARON F. CHESLEY, Art Director.

This agency serves twenty-one accounts in general and technical lines. Bond Foundry & Machine Co., Manheim, Pa., Gerhart & Co., Lancaster, and Lebanon Steel Foundry make up its three oldest accounts. The three largest accounts are U. S. Asbestos Co., Manheim, Pa., Bearings Co. of America, Lancaster, and Animal Trap Co. of America, Lititz, Pa.

**HENRY E. BREDEMEIER ADVG. AGENCY**

493 Franklin Street, Buffalo, N. Y.

HENRY E. BREDEMEIER, Owner. This is an agency of the personal service type, serving the accounts. Mr. Bredemeier is a former sales manager and experienced in many lines of merchandising. Affiliated with the agency is the National Consumers Sales Service, organized to make localized test campaigns and secure new or strengthen established distribution in any trading market in the country on articles sold through drug or grocery channels.

**BREEDING, MURRAY & SALZER**

Liberty Trust Building, Philadelphia, Pa.

Recognitions: PPA; AHMP.

**BRENISER & COMPANY**

Established: 1900

1607 Sansom St., Philadelphia, Pa.

Recognitions: ABP; APA; AHMP.

This agency is especially fitted for mail-order accounts and direct-mail advertising.

**BRIGGS & VARLEY, Inc.** Established: 1922  
19 East 47th Street, New York, N. Y.

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

HARRY VARLEY, President. Formerly with George Batten Co. for three years. Two years Vice-President of W. L. Brann, Inc.; maintained an agency of his own for five years; one year Briggs & Varley. STANFORD BRIGGS, Vice-President. One year Briggs & Varley; six years Stanford Briggs, Inc.; five years with McCann Agency. TOM VARLEY, Space Buyer. Has been with Harry Varley, later Briggs & Varley, Inc., for five years; also with Goodrich Co. for ten years.

This agency is well equipped for general, technical and mail-order accounts, with specialists in business paper and direct-mail advertising. Of its seven accounts, Miles-Bement-Pond Co., Pratt & Whitney and Harry W. T. Mali are the oldest. The three largest accounts are Abercrombie & Fitch Co., Clark Lighter Co. and Miles-Bement-Pond Co.

**BRINCKERHOFF, Inc.** Established 1925  
37 West Van Buren Street, Chicago, Ill.

*Branches: Tribune Building, Detroit; Royal Oak, Mich.*

*Recognitions: PPA; APA; AHMP.*

C. E. BRINCKERHOFF, President and Treasurer. Connected with Ankrum Advertising Agency thirteen years. Four years' mail-order experience. C. E. VAN HECKER, Vice-President. Eight years' experience, covering four years in mail-order work and four in agency service. M. R. BRINCKERHOFF, Secretary. In agency field nine years. E. J. KIDD, Space Buyer.

This capable agency serves and solicits accounts in every field but is particularly qualified to serve school, resort, mail-order and direct-selling business. It also maintains a want-ad department and has hundreds of clients on its list.

**EMIL BRISACHER & STAFF** Established: 1919  
310 Crocker Building, San Francisco, Cal.

*Branch: Los Angeles, Cal.*

*Member: NOAB.*

*Recognitions: ANPA; PPA; APA; AHMP.*

EMIL BRISACHER, President. Fourteen years in advertising agency work; previously in the retail field. MILTON D. JACOBS, Vice-President. Twenty-one years in newspaper work; four years in advertising agency. ROBERT J. DAVIS. Seven years' newspaper experience, three years in advertising agency work on Pacific Coast, two years previously in an eastern advertising agency. JESSE THOMPSON, Space Buyer, San Francisco office. R. J. MITCHELL, Space Buyer, Los Angeles office.

The agency has twenty-nine accounts and is well qualified for general, financial and technical advertising. Among its oldest accounts are George W. Caswell Co., manufacturers of coffee; Lyons-Magnus, Inc., glacé fruits and syrups; the Paraffine Companies, Inc., roofing, paints and floor coverings. Van Camp Sea Food Co., Inc. The Paraffine Companies, Inc., and Geo. W. Caswell Co. are the largest.

**BRITT-GIBBS ADVERTISING COMPANY, Inc.**

Established: 1925

1047 Boatmen's Bank Building, St. Louis, Mo.

*Member: NOAB.*

*Recognitions: ANPA; APA; AHMP.*

F. P. GIBBS, President. E. R. BRITT, JR., Vice-President. R. G. SWARTING, Vice-President; O. M. KOCH, Secretary and Treasurer.

This agency, originally Britt-Schiele Advertising Co., is well rated by clients. It serves about twenty-five accounts in diversified lines of business.

**BROCKLAND & MOORE, Inc.** Established: 1923

609 Federal Commerce Trust Building, St. Louis, Mo.

*Recognitions: ANPA; PPA; APA; AHMP.*

W. R. MOORE, President. D. S. SNOW, Vice-President. M. L. FLOOD, Secretary, Treasurer and Space Buyer. PAUL G. JONES, Merchandising Director.

One of the smaller agencies in St. Louis, rendering personal service to twenty-one accounts. F. B. Chamberlain Co., Benjamin Air Rifle & Mfg. Co. and American Metal Products Corp. are its three oldest accounts. The largest are F. B. Chamberlain Co., Continental Supply Co. and Hanley & Kinsella Coffee & Spice Co. The agency is especially fitted for handling general accounts.

**G. W. BROGAN, Inc.**

Towson, Maryland

*Recognitions: PPA; ABP.*

**BROMFIELD & COMPANY, Inc.** Established: 1916  
45 West 34th Street, New York, N. Y.

*Member: AAAA; NOAB.*

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

P. B. BROMFIELD, President. Fifty-four years in agency work. C. M. BLENDER, Secretary.

This is a relatively small agency of the personal service type. Handles about seven accounts.

**BROOKE, SMITH & FRENCH, Inc.** Established: 1907  
82 Hancock Avenue, East, Detroit, Mich.

*Branches: Advertisers' Building, Oakland, Cal., Chamber of Commerce Building, Los Angeles, Pacific Building, Portland, Ore. 415 Lloyd Building, Seattle, Wash.*

*Member: AAAA; NOAB; ABC.*

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

CHARLES W. BROOKE, Chairman of the Board. Formerly with Westinghouse Electric & Mfg. Co., then specialized in the merchandising of technical products. Sales agent, sales manager and sales adviser for a number of eastern manufacturers. WILLARD S. FRENCH, President. Several years with French Paper Co.; five years traveling sales representative for a building material manufacturer; two years sales manager. GUY C. SMITH, Vice-President, Secretary and Treasurer. Experienced in mail-order business; fourteen years general advertising agency experience. E. L. TRIFFIT, Vice-President. Formerly editor and owner of country newspapers and an oil trade paper. At one time advertising manager for a large farm implement company; assistant to president of an automobile accessory company. H. H. OHLMACHER, Vice-President. Formerly editor and business manager of a business paper; for two years a writer of public utility advertising copy; six years with Burroughs Adding Machine Co. R. S. O'NEIL, Vice-President. Eight years' editorial experience on newspapers; member of the copy department of Erwin Wasey & Co. for three years; assistant copy chief of Campbell Ewald Co. for four years. ARTHUR R. LIVINGSTON, Research Director and Space Buyer. A. H. DUNN, Merchandising Director. H. H. DOBBERTEN, Space Buyer.

An organization serving approximately twenty accounts, of which American Blower Corp., Eureka Vacuum Cleaner Co. and Traub Mfg. Co. are the oldest. The agency specializes in general, financial, technical and mail-order accounts and has on its staff experts in business paper, outdoor and direct-mail advertising as well as publicity news service.

For further information concerning this agency, see page 151

**ROBERT H. BROOKS COMPANY** Established: 1915  
805 Boyle Building, Little Rock, Ark.

*Branch: 30 N. Michigan Avenue, Chicago, Ill.*

*Member: AAAA.*

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

ROBERT H. BROOKS, President. Twenty years in agency and publication work. WILL H. HOWELL, Vice-President and Merchandising Director. Twenty years' experience in merchandising, copy plan and dealer follow-up work. E. C. LOWRY, Secretary and Space Buyer, Little Rock, Ark. Six years office manager. E. C. LYNDON, Research Director. WILLIAM BERGSTROM, Space Buyer, Chicago office.

This agency has over thirty accounts; employs specialists in moving pictures, business paper and direct-mail advertising and publicity news service; and is well qualified to meet the needs of advertisers in general and technical, school and resort, mail-order and publication fields.

**S. M. BROOKS ADVERTISING AGENCY**

Established: 1911

816-17-18-21 Boyle Building, Little Rock, Ark.

*Recognitions: ANPA; ABP; APA; AHMP.*

S. M. BROOKS, Owner. E. L. SAUNDERS, Research Director. G. T. LEFEVER, Merchandising Director. A. HALL ALLEN, JR., Space Buyer.

This agency specializes in general and financial advertising.

**BROWN ADVERTISING AGENCY, Inc.**

110 West 40th Street, New York, N. Y.

*Recognitions: ANPA; PPA; APA.*

LOUIS BROWN, President. T. A. KING, Vice-President. H. MITCHELL PRICE, Secretary. SAMUEL HALPERN, Treasurer.

This agency handles forty-seven accounts and is particularly well equipped to service accounts in the automotive, wearing apparel and shoe fields.



**ALFRED STEPHEN BRYAN**

665 Fifth Avenue, New York, N. Y.

A personal service agency specializing in the textile field. Mr. Bryan is a style and merchandising expert in men's clothing and furnishings.

**BUCHANAN-THOMAS ADVERTISING CO.**

Established: 1922

412 So. 19th Street, Omaha, Neb.

Recognitions: ANPA; PPA; APA; AHMP.

C. C. BUCHANAN, Partner. Six years in newspaper work. Five years with Warfield Advertising Agency. L. H. THOMAS, Partner. Two years newspaper work; three years with Warfield Advertising Agency. G. H. LINDLEY, Space Buyer. One year in newspaper work. R. R. FOSTER. Seven years' experience on a farm paper; with Campbell Ewald for three years and a half, and Bloodhart-Soat for three years.

An agency serving thirty-one general accounts, the three oldest of which are Frank Rose Mfg. Co., (Tire Pumps); G. A. Roth Mfg. Co. (Red Cat Heaters); and Standard Chemical Mfg. Co. Paxton & Gallagher Co. (Butter Nut Coffee), Omaha Flour Mills and Turner Brothers (Glass Cloth) are the largest.

**THE BUCHEN COMPANY**

Established: 1914

28 E. Jackson Blvd., Chicago, Ill.

Branches: 123 S. Broad Street, Phila., 204 Rue Royale, Brussels, Belgium.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

WALTER BUCHEN, President and Treasurer. Formerly copy writer with J. Walter Thompson Co. and Erwin Wasey Co.; then Vice-President of Gardner Advertising Co., St. Louis; later plan and production manager of J. Walter Thompson Co., Chicago. J. H. MORSE, Vice-President. Formerly practical accountant, later professor of business administration at University of Nevada. Manager of Reno, Nevada, Chamber of Commerce, assistant cashier Montana Banking Corp., at Lewistown, Mont., member of advertising department of Jeffery Motor Co. RALPH J. KLIEFORTT, Research Director. JOHN M. McDONALD, Merchandising Director. R. H. ERWIN, Space Buyer.

This agency is especially fitted to handle general accounts as well as those in technical, farm and industrial fields. It is equipped to advertise effectively through business papers, outdoor media, direct-mail and publicity news service. It is now serving thirty-three accounts, the oldest being Chicago, Wilmington & Franklin Coal Co., A. C. McClurg Co. and James B. Clow & Sons. Philadelphia, Reading Coal & Iron Co., Oliver Farm Equipment Co. and Reading Iron Co. are its largest accounts.

**THE GLEN BUCK CO.**

Established 1911

Pittsfield Tower, 55 East Washington Street, Chicago, Ill.

Member: NOAB.

Recognitions: ANPA; PPA; AHMP.

GLEN BUCK, President. B. F. PROVANDIE, Vice-President. I. F. VANDERBLUE, Secretary and Space Buyer. D. C. SAMER, Treasurer.

The services of this agency are general. Its oldest clients are A. D. Dick Co. and Phoenix Hosiery. Among its largest are A. B. Dick Co., Phoenix Hosiery and Chilton Pen.

**J. C. BULL, Inc.**

101 Park Avenue, New York, N. Y.

Recognitions: ANPA; PPA; ABP; AHMP.

**BURNETT-KUHN ADVERTISING CO.**

Established: 1916

520 N. Michigan Avenue, Chicago, Ill.

Recognitions: ANPA; PPA; APA; AHMP.

J. SIDNEY BURNETT, Chairman of the Board. PAUL R. KUHN, President. FRANCIS J. WOODS, Vice-President, Secretary and Merchandising Director. GENE T. DYER, Vice-President. N. G. CAWARD, Research Director. E. K. MASSEY, Space Buyer.

This agency, with specialists in radio and business paper advertising as well as publicity news service, divides its activities along general and financial, technical and mail-order lines. This company also specializes in national, general publicity advertising. It handles twenty accounts, including the institutional advertising of the *Chicago Tribune*, South Bend Watch Co., and Stover Mfg. & Engine Co., Freeport, Ill.

**BURNHAM ADVERTISING AGENCY, Inc.**

Established: 1919

110 E. 42nd Street, New York, N. Y.

Recognitions: PPA; ABP; APA; AHMP.

R. B. BURNHAM, President and Treasurer. THOMAS H. REESE, JR., Secretary.

This agency specializes in marine, school and resort accounts as well as in advertising that is general and technical. It has specialists in business paper advertising. Binney & Smith Co., Oakville-American Pin Division and Bernard Weatherill, Inc. are the oldest of its fifteen accounts. Binney & Smith Co., Bartons Bias Co., and Penn Yan Boat Co., are the largest.

**BURNS-HALL ADVERTISING AGENCY**

Established: 1919

137 Second Street, Milwaukee, Wis.

Member: ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

B. K. BURNS, President. Copy writer with two large agencies, assistant advertising manager for B. Kuppenheimer, Chicago. C. H. HALL, Vice-President. Assistant Advertising Manager of Carson, Pirie, Scott & Co., (Retail). Advertising Manager of the Boston Store, Milwaukee. N. L. TELANDER, Secretary and Space Buyer. Road salesman; at one time in the advertising department of Butler Bros., Chicago. W. H. PRUEMERS, Treasurer.

This agency is especially fitted for general, technical and financial advertising, and serves twelve accounts, the oldest and largest of which are Pittsburgh Plate Glass Co., Washams Oil Co., Koehring Co.

**JOHN L. BUTLER COMPANY**

Established: 1927

Public Ledger Building, Philadelphia, Pa.

Member: ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

JOHN L. BUTLER, President. Fifteen years' advertising experience. STEFFAN E. ROBERTS, Vice-President. Ten years' advertising experience. M. P. MINTER, Secretary and Treasurer. Five years' advertising experience. RAY B. HAVINS, Space Buyer. This agency is well qualified to meet the needs of general advertisers, with specialists in business paper, outdoor and direct-mail advertising and publicity news service. It has six accounts. Charis Corp., George Royle & Co. and Chatham Mfg. Co. are its oldest and largest accounts.

**CAHILL ADVERTISING CO.**

Established: 1914

860 Pacific Building, San Francisco, Cal.

Branch: Southwestern University Building, Los Angeles, Cal.

Member: ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

E. W. CAHILL, President and Merchandising Director. Eleven years' experience in New York, seventeen in San Francisco with International Correspondence School, Fletcher's Castoria, Pennsylvania Railroad, White Rock. H. S. LOHRER, Secretary, Treasurer and Space Buyer. Eight years with Cahill Advertising Agency. K. PARK, Research Director and Space Buyer.

The services of this agency are general, financial and technical. It is equipped with specialists in outdoor, radio, moving picture, business paper and direct-mail advertising and publicity news service. The oldest of its sixteen accounts are Western Meat Co., Wells Manufacturing Co. and Betty Brown. The largest are Western Meat Co., Del Monte Coffee and Anderson Smith Hamilton.

**THE CALDWELL-BAKER COMPANY**

Established: 1922

1305 Merchants Bank Building, Indianapolis, Ind.

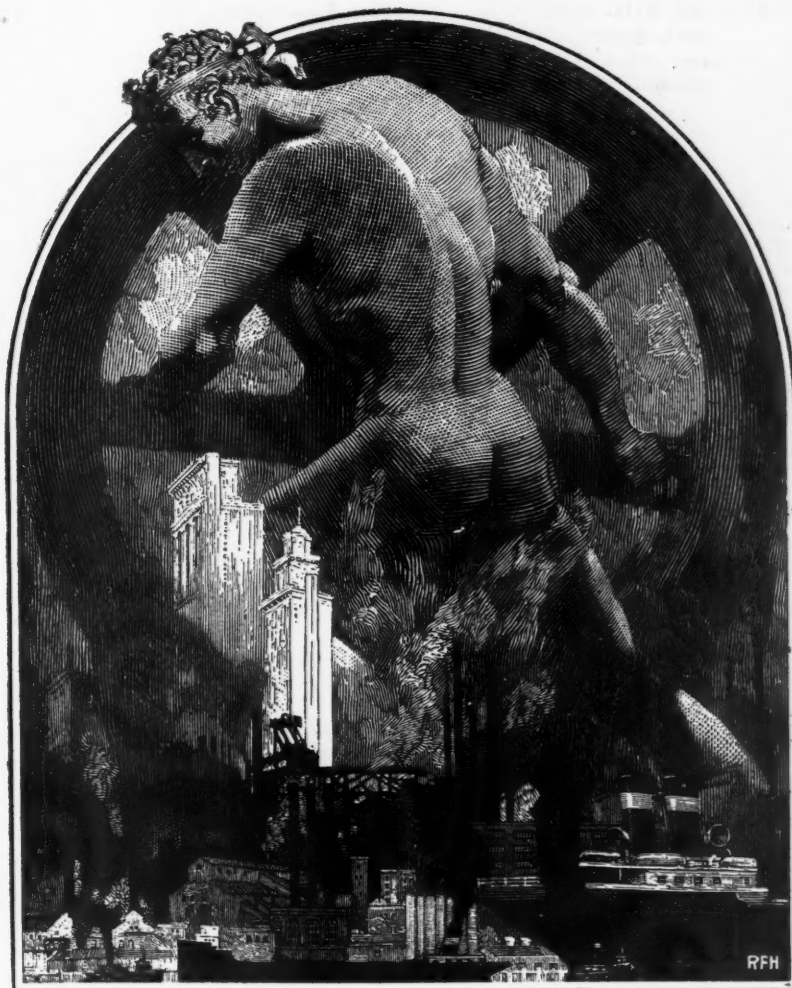
Recognitions: PPA; ABP; APA; AHMP.

HOWARD C. CALDWELL, President, Research Director and Space Buyer. Engaged in publicity and motor car advertising from 1912 to 1918; in advertising agency work since 1919. JAMES D. CARPENTER, Vice-President. Advertising agency work since 1921. ELLIS J. BAKER, Secretary, Treasurer and Merchandising Director. In advertising agency work since 1916.

This is an agency of the personal service type, equipped with specialists in business paper and direct-mail advertising and well qualified to meet the needs of general advertisers as well as of those in food products, technical and mail-order fields. It handles fifteen accounts, the three oldest being Reeves Pulley Co., J. D. Adams Co. and Tyler Mfg. Co. The largest are Reeves Pulley Co., Rockwood Mfg. Co. and J. D. Adams Co.



# Serving Many Industries



*Brooke, Smith & French, Inc., is preparing advertising for and aiding in the merchandising of these products:*

Motor Cars	Vacuum Cleaners	Oil Burners
Heating and Ventilating Equipment	Radio	
Floor Polishers	Wedding and Engagement Rings	
Drapery Hardware	Fractional Horsepower Motors	Unit Heaters
Sanitary Equipment	Industrial Drying Systems	
Air Washing Apparatus	Poultry and Dairy Feeds	Banking Service
Warning Signals for Automobiles	Home Ventilators	Motor Trucks
Fuse Cabinets	Industrial Panel Boards	Electric Food Preparers
Paints, Varnishes, Enamels, Lacquers	Remote Control for Motors	Porcelain Insulators
Investment Banking Service	Vacuum Street Sweepers	Safety Switches
Automobile Cleaners	Power Plant Devices	
Hotel Service	Mine Ventilating Equipment	
	Steam Drainage Equipment	

Brooke, Smith & French, Inc., is a member of the American Association of Advertising Agencies; Audit Bureau of Circulations; National Outdoor Advertising Bureau; Direct Mail Advertising Association, Inc. Founded 1907.

## Brooke, Smith & French, Inc.

National Advertising and Merchandising, Detroit, Mich.

**CALKINS AND HOLDEN**

Established: 1902

247 Park Avenue, New York, N. Y.

Member: AAAA; ABC; NOAB.

Recognitions: ANPA; PPA; APA; ABP; AHMP.

ERNEST ELMO CALKINS, President. Author of *The Business of Advertising* and other books; contributor to leading magazines, recipient of the Bok Medal in 1925. W. C. CALKINS, Jr., Secretary. Thirty-two years in selling and advertising. RENE CLARKE, Vice-President. JOHN MAGEE, Vice-President and Merchandising Director. NORWOOD WEAVER, Vice-President. R. P. CLAYBERGER, Treasurer. Twenty-four years with Calkins & Holden. EDWIN EBEL, Research Director. F. J. FITZGERALD and E. B. WILSON, Space Buyers.

This agency is recognized for its dignified advertising of outstanding quality, both as regards copy and illustration. It conceives its business as advertising, including all merchandising and research necessary to make the advertising successful. It has specialists in radio, business paper, outdoor and direct-mail advertising, as well as publicity news service; and is exceptionally qualified to serve general accounts. H. J. Heinz Co., Reo Motor Co. and Southern Cotton Oil Co. are the largest of its twenty accounts, while Hartford Fire Insurance Co., H. J. Heinz Co. and Southern Cotton Oil Co. are the oldest.

**THE CALLAWAY ASSOCIATES, Inc.**

Established: 1919

210 Lincoln Street, Boston, Mass.

Recognitions: PPA; APA; AHMP.

JOHN P. CALLAWAY, President. MORRIS SUSMAN, Vice-President and Space Buyer. WILLIAM E. CROSBY, Treasurer.

The principals of this agency have had broad experience in agency work prior to forming this organization. The agency divides its activities between general and technical accounts. It employs men thoroughly acquainted with business paper and direct-mail advertising. Moore Pen Co., Nashua Gummed & Coated Paper Co. and The Maine Mfg. Co. are the oldest accounts, which all told number thirty.

**CAMPBELL-EWALD COMPANY**

Established: 1911

General Motors Building, Detroit, Mich.

Branches: 15th Avenue, Matignon, Paris, France; 292 Madison Avenue, New York, N. Y.; 1034 Monadnock Building, San Francisco, Cal.; 66 E. South Water St., Chicago, Ill.; 655 Chamber of Commerce Building, Los Angeles, Cal.; 805 Bedell Building, Portland, Oregon; 540-1 Skinner Building, Seattle, Wash.; 373 Bay Street, Toronto, No. 2, Ont.; 900 Canada Cement Building, Montreal; 505 Mutual Building, Lansing, Michigan.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

H. T. EWALD, President. J. FRED WOODRUFF, Vice-President and Treasurer. GUY C. BROWN, Vice-President and Secretary. F. D. RICHARDS, Vice-President. W. H. TAYLOR, Vice-President. W. A. P. JOHN, Vice-President. GEO. O. LEONARD, Research Director. J. J. HARTIGAN, Space Buyer. G. S. CRANE, Assistant Space Buyer.

A well-organized agency, equipped to handle any type of advertising. It ranks among the first five agencies in the country by volume of business placed. An important part of its service is a field contact organization. Campbell-Ewald Co. serves ninety accounts, twenty-eight of them being Canadian. Ashley-Dustin Steamship Line, Harrison Radiator Corp. and Hyatt Roller Bearing Co. are its three oldest connections. The three largest are Chevrolet Motor Co., Buick Motor Co. and Oakland Motor Car Co.

For further information concerning this agency, see pages 154-155.

**CAPEHART-CAREY CORP.**

Times Building, New York, N. Y.

Recognitions: APA; AHMP.

**THE CAPLES CO.**

Established 1921

225 East Erie Street, Chicago, Ill.

Branch: 2002 Grand Central Terminal, New York, N. Y.

Member: NOAB.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

RALPH CAPLES, President. RALPH N. HARTSING, Vice-President, Secretary and Treasurer. ALBERT WOODLEY, Vice-President, New York office. W. E. GIBSON, Space Buyer, Chicago office. R. D. FOLSTER, Space Buyer, New York office.

This agency is equipped to give efficient service to accounts in

every line, but is exceptionally qualified to handle resort and travel business. Of the twenty-five clients it is now serving, the three oldest are Union Pacific System, Baltimore & Ohio R. R. and Chicago, Rock Island & Pacific Ry. Among its largest are Union Pacific System, American Express Co. and Chicago & Northwestern Ry.

**CARLYSLE COMPANY**

Established: 1922

47 W. 34th Street, New York, N. Y.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

EMANUEL GOLDMAN, President and Merchandising Director. MISS SEGAL, Research Director.

An agency handling eighteen general accounts, of which Proper Hosiery Mills, Max Mayer (Gloves) and Hattie Carnegie (Dresses) are the oldest. The agency has specialists in business paper and direct-mail advertising.

**CARPENTER ADVERTISING CO.**

1010 Union Mortgage Building, Cleveland, Ohio

Recognitions: APA; PPA; AHMP.

**CARR & COLUMBIA, Inc.**

17 East 38th Street, New York, N. Y.

Recognitions: PPA; ABP; APA; AHMP.

**CARTER ADVERTISING AGENCY**

Established 1925

122 East 42nd Street, New York, N. Y.

Member: NOAB.

Recognitions: ABP; PPA.

BERTRAM H. CARTER, Proprietor.

A personal service agency adequately staffed to undertake and carry to a successful conclusion all forms of advertising. This agency has had marked success with men's apparel accounts and others in which the application of style is important in the marketing of the product. It cooperates very closely with sales department. Of the nine accounts now served the oldest are Hickok Mfg. Co. and Henderson & Ervin. The largest are Hickok Mfg. Co., B. V. D. Co. and Hipp Didisheim Co. (Winton Watches).

**CASEY-LEWIS COMPANY**

Established: 1921

1018 Nashville Trust Building, Nashville, Tenn.

Branch: Holston-Union Bank Building, Knoxville, Tenn.

Member: NOAB.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

RUMSEY LEWIS, President. Ten years' agency and newspaper work. WALKER CASEY, Vice-President. Ten years' agency and newspaper experience. W. L. DUNTLEY, Merchandising Director. RUMSEY LEWIS and E. W. WHITE, Space Buyers.

The agency serves twenty-eight active accounts along general and technical lines, mostly in Tennessee. It has specialists in business paper, outdoor and direct-mail advertising as well as publicity news service. Caldwell & Co., Hermitage Portland Cement Co. and Wheeler-Okell Furniture Mfg. Co. are its three oldest clients. Fulton Sylphon Co., Caldwell & Co. and Colonial Milling Co. are the largest.

**CECIL, WARWICK & CECIL**

Established: 1915

247 Park Avenue, New York, N. Y.

Branches: Richmond, Va.; Baltimore, Md.

Member: AAAA; NOAB.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

JOHN H. CECIL, President. JAMES M. CECIL, Secretary and Treasurer. H. PAUL WARWICK, Vice-President. E. J. BANNVART and C. VREDENBURGH, Vice-Presidents. F. T. MCFADEN and STUART JACKSON, Space Buyers.

This agency specializes in general, financial and radio accounts. The largest and oldest of twenty-one accounts are Planters Nut & Chocolate Co., McCormick & Co. and Polk Miller Products Co.

**THE CHAMBERS AGENCY, Inc.**

Established: 1905

339 Carondelet Street, New Orleans, La.

Branches: Starks Building, Louisville, Ky.; Penobscot Building, Detroit, Mich.; 551 Fifth Avenue, New York.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

S. O. LANDRY, President and Merchandising Director. Twenty years with various agencies; also in banking and merchandising businesses. MORTON CALDWELL, Vice-President. Ten years with Chambers Agency; previously seventeen years with various newspapers. T. R. HARRIS, Vice-President. Ten years with various agencies. R. L. BAKER, Vice-President. Ten years with various agencies. D. W. PIPES, Jr., Secretary.



**WARREN SCHNEGEL**, Research Director. **M. BURVANT**, Space Buyer.

Specializes in general, mail-order, school, resort and outdoor advertising. Handles seventy-five accounts, the three oldest being Biloxi Chamber of Commerce, Chris Reuter, New Orleans, and New Orleans Coffee Co.

**CHAMBERS & WISWELL, Inc.** Established: 1920  
260 Tremont Street, Boston, Mass.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

**GEORGE J. CHAMBERS**, President. **GEORGE C. WISWELL**, Treasurer. **F. DERBY HALL**, Vice-President. **H. L. STONE**, Merchandising Director. **H. H. LEIGHTON**, Space Buyer.

This agency is especially fitted for general and food products accounts and for radio, outdoor and direct-mail advertising. Noble Cigar Co., Highland Trust Co. and Swift & Anderson Incorporated (formerly Henderson Bros.) are its three oldest accounts. The largest are Hunt Rankin Leather Co., Boston Food Products Co. and General Electric Refrigerators of New England. One hundred and fifteen accounts.

**C. A. CHANDLER ADVERTISING COMPANY, Inc.** Established: 1901

35 Congress Street, Boston, Mass.

Branch: 551 Fifth Avenue, New York, N. Y.

Recognitions: ANPA; PPA; ABP; AHMP.

**HARRY D. NEACH**, President and Research Director. **CLEAVELAND A. CHANDLER**, Vice-President, Secretary, Clerk of Corporation and Space Buyer, Boston office. **H. H. CUDMORE**, Treasurer and Merchandising Director. **G. H. SIMPSON**, Space Buyer, New York office.

This agency handles sixty-nine accounts, the three oldest being James A. Glass, Wildey Savings Bank and Crawford House, and the largest Paul Case, Seaver-Williams Co. and Permutit Co. The range of its activities includes not only general but also financial, technical, mail-order, school, resort and aviation accounts. Individual members of the firm are thoroughly acquainted with the following advertising media:—Radio, business papers, outdoor, moving picture and direct-mail.

**CHAPPELOW ADVERTISING COMPANY**

Established: 1903

1709 Washington Avenue, St. Louis, Mo.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

**B. E. CHAPPELOW**, President. Twenty-nine years in advertising agency work. Previously five years in newspaper work. **D. A. RUEBEL**, Vice-President. Sixteen years' advertising agency work, two years in banking, three years' newspaper work. **NORMAN LEWIS**, Vice-President. Sixteen years' advertising agency experience, four and one-half years as advertising manager for manufacturers. **J. A. HUBBARD**, Secretary. Twenty-four years' advertising agency experience, two and one-half years in manufacturing industry, six years in railroad business. **J. F. FINGERLIN**, Treasurer. Four years with Title Trust Co.; twenty-five years' advertising agency experience. **F. S. CODDING**, Promotion Manager and Merchandising Director. Three years' newspaper work, twenty-one years' advertising agency work. **A. W. LOEY**, Research Director. **WILLIAM J. JOHNSON**, Space Buyer.

An agency serving twenty-five accounts in general, financial and technical fields. It has specialists in radio, aviation, business paper, outdoor and direct-mail advertising. The three oldest clients are Broderick & Bascom Rope Co., The L. C. McLain Orthopedic Sanitarium and Three-in-One Oil Co. The largest are Broderick & Bascom Rope Co., Harris-Polk Hat Co. and Three-in-One Oil Co.

**CHARLES ADVERTISING SERVICE**

Established: 1907

51 Madison Avenue, New York, N. Y.

Member: AAAA; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

**H. H. CHARLES**, President and Treasurer. **C. A. ROWLAND**, Secretary and Research Director. **JOSEPH BOORSTER**, Manager and Merchandising Director. **M. J. MURRAY**, Space Buyer. This agency specializes in agricultural and mail-order accounts. It employs specialists in business paper and agricultural organ advertising. Accounts number seventy-five, the three oldest being Federal Land Banks, Washington, D. C.; Papec Machinery Co., Shortsville, N. Y., and Fred H. Bateman Co., Philadelphia. The largest are National Products Co., Harrison, N. J., Papec Machinery Co. and Federal Land Banks.

**CHATHAM, Inc.**

570 Seventh Avenue, New York, N. Y.

Recognitions: ANPA; AHMP.

**B. BERNSTEIN**, President. Nine years in advertising field during which time he was connected with *Dry Goods Economist*. **J. C. GOLDSTEIN**, Vice-President. Seven years' experience. Formerly with A. M. Swayd Co. **W. E. CLARKE**, Space Buyer. This agency is qualified to handle accounts that appeal to women, particularly when they have a style interest, such as clothes, millinery, gloves and shoes. The accounts it has served for the longest period are Wear-Right, Philip Mangone and Pacific Novelty Co. Its largest clients are Milgrim, Kranich & Bach and Wear-Right.

**NELSON CHESMAN & CO.**

Established 1874

1127 Pine Street, St. Louis, Mo.

Branches: Chicago, Chattanooga and New York.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

**RICHARD PENDERGAST**, President. **JOHN FEINSTEIN**, Secretary and Assistant Treasurer. **HENRY TRITSCHLER**, Vice-President (Manager Chattanooga Office). **P. J. MULLALLY**, Vice-President (Manager Chicago Office). **LOUIS H. BUDKE**, Vice-President and Treasurer.

**CHICAGO UNION ADVERTISING AGENCY**

22 Quincy Street, Chicago, Ill.

Recognitions: APA; AHMP.

**CHILTON ADVERTISING AGENCY**

Kirby Building, Dallas, Tex.

Recognitions: ANPA; AHMP.

**CHURCHILL-HALL, Inc.**

Established: 1912

50 Union Square, New York, N. Y.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

**H. B. LE QUATTE**, President, Treasurer, Merchandising Director and Space Buyer. Eleven years' experience with a Chicago agency; became business manager of a New York agency in 1918; joined Churchill-Hall as president in 1921. **E. C. NORRIS**, Vice-President, Research Director and Space Buyer. **WYMAN FITZ**, Secretary. **J. E. SHEPHERD**, Space Buyer.

An agency serving seventeen general accounts. Boston Woven Hose & Rubber Co., E. P. Dutton & Co., and Gorton-Pew Fisheries Co. are its oldest and largest accounts.

**C. P. CLARK, Inc.**

Established: 1927

Independent Life Building, Nashville, Tenn.

Recognitions: PPA; APA; AHMP.

**C. P. CLARK**, President, Merchandising Director and Space Buyer. Research, production and copy experience with Ralph H. Jones Co., Cincinnati, from 1920 to 1924. Vice-President and General Manager of T. K. & N. R. R., President of Red Line Transportation Co. and President of the Electric Ice Co. **E. P. CHAPIN**, Vice-President and Space Buyer. With the *Chicago Tribune*, H. Walton Heegstra and Thomas Kusak from 1919 to 1926; with Casey-Lewis and J. Back from 1926 to 1928. Copy and merchandising experience. **CHARLES COGIN**, Research Director. **F. STROBEL**, Art Director.

This agency has specialists in radio, business paper and direct-mail advertising, and is well qualified for general, financial, mail-order, school and resort accounts. The oldest of its twelve accounts are Federal Can Co., Jarman Shoe Co. and Castle Heights Military Academy. The largest are Jarman Shoe Co., A. L. Kornman Co. and Castle Heights Military Academy.

**CLARK-McDANIEL-FISHER & SPELMAN, Inc.**

Established: 1924

906 Akron Savings & Loan Building, Akron, O.

Recognitions: ABP; APA; AHMP.

**R. W. CLARK**, President and Space Buyer. Formerly for five years manager of the sales promotion department of Goodyear Tire & Rubber Co.; twenty years' advertising and sales work. **C. W. McDANIEL**, Vice-President and Space Buyer. Seven years with Goodyear Co., in charge of sales of inner tube accessories and new products. **A. C. FISHER**, Vice-President and Space Buyer. Seven years with Goodyear Co.; formerly advertising manager of India Tire & Rubber Co. **E. M. SPELMAN**, Secretary and Treasurer. Formerly Secretary of Guide Lamp Corp.

This agency, organized in 1924 as the Eddy & Clark, Inc., is especially qualified to handle industrial, automotive and agricultural advertising as well as general and mail-order accounts.





© 1929 Campbell-Ewald Co.

## ADVERTISING

Campbell - Ewald Company, H. T. Ewald, President  
 Detroit; New York; Chicago; Seattle; Los Angeles  
 Portland; San Francisco; Paris, France; Sydney, Australia  
 In Canada—Campbell-Ewald, Limited, Toronto; Montreal

*Address our Detroit Office for a booklet featuring the personnel and organization  
 of the Campbell-Ewald Company*

*Campbell-Ewald Company advertises the following services and products:—*  
 American Automobile Association; Ashley-Dustin Steamship Line;  
 Bank of Detroit; Bowes Brothers Bonds; Broadway National Bank and  
 Trust Co., New York; Buick Motor Cars; Brock Securities Corp.;  
 Burroughs Figuring Machines; Canadian General Electric Co., Limited  
 (Institutional); Chevrolet Motor Cars; Consolidated Corrugated and  
 Folding Paper Boxes and Binders' Board; Copeland Electric Refriger-  
 ators; Deluxe Motor Cab Co.; Delco-Remy Automotive Products; Delco  
 Products, Lovejoy Shock Absorbers; Detroit & Cleveland Navigation  
 Company; Detroit & Port Huron Steamship Lines; Dover Mfg. Co.  
 Lady Dover Electric Irons and Percolators; English Inns (Canada);

**In directing an advertising campaign, nothing can take the place of experience and organization. No amount of cleverness, enthusiasm or youthful ardor can substitute for seasoned judgment. No display of "front" or "showmanship" can serve in lieu of adequate man power strategically located. The Campbell-Ewald Company is composed of executives, writers, artists and research experts who are primarily experienced business men and merchandising men. The Campbell-Ewald organization encompasses, in addition to its headquarters staff, ten capably manned branches in the United States, Canada, Europe and Australia and forty travelers covering domestic territories. That is why more than one hundred Campbell-Ewald clients enjoy the effectiveness of advertising which is, literally, "advertising well directed."**

## WELL DIRECTED

Fireside Industries Home Arts Training; Fokker Airplanes; Food Display Machine Co.; Fyr-Fyter Extinguishers; General Motors Building; General Motors of Canada (Institutional and Products); Grand Rapids Metalcraft Corp.; Kelch Heaters; Harrison Radiators; Hercules Truck Bodies; Heintz Manufacturing Co., Metal Stampings; J. L. Hudson Department Store; Hyatt Roller Bearings; Johnson American Line; Kleiner, Tom Moore Cigars; S. S. Kresge Stores; Leonard Detroit Warehouses, Inc.; Liberty Ready-Cut Homes; Link-Belt Industrial Products; Markus-Campbell Co., Pronunciophones; McAleer Automobile Polishing Products; Milson Extracts and Pharmaceutical Products; Modern Kitchenware Co.; Henry Morgan & Co., Ltd., Wood Carving,

Interior Contracting; National University Society, Business Coaching; National Bank of Commerce of Detroit; New Departure Ball Bearings; Nicholson-Eric-Dover Ferry Line; Oakland Motor Cars; Oldsmobile Motor Cars; Panama Mail Steamship Co.; W. E. Phillips Co., Ltd., Duplate Safety Glass; Pontiac Motor Cars; Postel's Elegant Cake Flour; Premier Cushion Springs; Rambler All-Metal Aeroplanes (Canada); Sawyer-Massey Road Machinery (Canada); Scher-Hirst Clothing; Shotwell Marshmallows; Stanford University Press; Union Title and Guaranty Service; Union Trust Service; United Motors Service; United States Rubber Co., (Tire Division); Viking Motor Cars; Webster Cigars; Western Air Express, Airplane Transportation; White Star Steamship Lines; Wolsey Woolen Wear (Leicester, England)

**CLARK-McDANIEL-FISHER & SPELMAN, Inc.—**  
(Continued)

It employs specialists in direct mail and business paper advertising. The company serves fifteen accounts, the three oldest being India Tire & Rubber Co., Johnson Bronze Co. and Seiberling Latex Products Co. The largest are India Tire & Rubber Co., Johnson Bronze Co. and Brown Tube Corp.

**HARRY CLATFELTER ADVERTISING**  
1220-21 Jefferson Building, Peoria, Ill.

Recognitions: ABP; AHMP.

HARRY CLATFELTER. In retail and advertising work for seventeen years.

This is a small agency giving personal attention to each client and well qualified from experience to handle home equipment and food accounts. Equipped to serve through newspapers, trade papers and direct-mail. The Meyer Furnace Co., Peoria; F. Meyer & Bros. Co., Peoria, and The Getz Washer Co., Morton, Ill., are the oldest and largest of nine active accounts.

**CLEVELAND & SHAW, Inc.** Established 1928  
205 East 42nd Street, New York City

Recognitions: PPA; ANPA.

HORACE G. CLEVELAND, President, and DONALD S. SHAW, Vice-President and Treasurer, were associated together for many years with a large New York agency. Both are men of wide advertising and merchandising experience. IRA FLEMING, Secretary, is the former advertising manager of Geo. P. Ide & Co. ALBERT H. FAUCHER, in charge of plans and production.

An agency serving about a dozen general accounts including the Hunter Manufacturing Co., Geo. P. Ide & Co., Rubber Sal. Products, Silent Glow Oil Burners, and Whirldry Washing Machines.

**W. K. COCHRANE ADVG. AGENCY, Inc.**  
333 No. Michigan Avenue, Chicago, Ill.

Recognitions: ANPA; PPA; APA; AHMP.

**DAVID H. COLCORD, Inc.** Established 1926  
222 West Adams Street, Chicago, Ill.

A personal service agency headed by MR. COLCORD, whose experience before entering agency work included college teaching, sales executive work with Mueller Furnace Co. and other corporations and editorial service director of the Dartnell Corp. Serves about fifty accounts, including American Crayon Co., Combustioneer, Inc., Pan-American Band Instrument Co., and coal companies in 36 cities.

**COLLINS-KIRK, Inc.**  
840 No. Michigan Avenue, Chicago, Ill.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

**P. WENDELL COLTON CO., Inc.**  
122 East 42nd Street, New York, N. Y.

Recognitions: ANPA; PPA; APA; AHMP.

**FRANK M. COMRIE COMPANY** Established: 1919  
Tribune Tower—435 No. Michigan Avenue, Chicago, Ill.

Recognitions: ABP; APA; AHMP.

FRANK M. COMRIE, President and Treasurer. Twenty-five years with J. Walter Thompson Co., Chicago office. THOMAS F. LANNIN, Vice-President. Formerly with Critchfield Co. and William H. Rankin Co. CHARLES A. PHELPS, Secretary (attorney, not active in business). GORDON STEWART and ROBERT E. MOORE, Account Executives. EDNA R. LAU, Space Buyer. JEROME E. MASEK, Service and Production Manager. This is a broad gauged agency equipped by successful experience and organization to service accounts of all kinds. It has for years advertised with satisfactory results both general and technical accounts, including food, wearing apparel, electrical and automotive.

**ANDREW CONE GENERAL ADVERTISING AGENCY** Established: 1890  
18 East 41st Street, New York, N. Y.

Member: AAAA; ABC.

Recognitions: APA; PPA; ABP; APA; AHMP.

FREDERICK H. CONE, President. Over twenty-five years with this agency. M. ROBERT HERMAN, Vice-President and Treasurer. Associated with Albert Frank & Co. for eleven years as Vice-President. E. W. MACAVOY, Vice-President and Merchandising Director. Formerly head of Macavoy Agency, Chicago. HAYES CONE, Vice-President and Research Director. Formerly president of Minilux Sales Corp. PETER DE SAN-

CHEZ, Vice-President. Formerly copy chief of Wales Advertising Co.; also with Newell-Emmett Co. and N. W. Ayer & Son. RUDOLPH BLOCK, Space Buyer.

This agency is especially fitted for general, financial, mail-order, resort and real estate accounts. It employs specialists in radio and business paper advertising and publicity news service. Its three oldest accounts are Cadman H. Frederick (real estate and builder), Meacham Realty Corp. and Foster & Stewart (awnings), having been with this agency over sixteen years. The three largest accounts are C. Y. Chocolate Yeast Co., William Kennelly, Inc., and Cadman H. Frederick.

**CONNER ADVERTISING AGENCY, Inc.**

Established: 1912.

11th Floor Security Building, Denver, Col.

Member: AAAA; NOAB.

Recognitions: ANPA; ABP; APA; AHMP.

CECIL R. CONNER, President. Seventeen years in advertising agency work. Advertising business and publicity work for ten years. FRANK E. WHITE, Vice-President. Four years' advertising agency work, sixteen years' advertising and publicity work. A. BOON McCALLUM, Secretary, Treasurer and Space Buyer. Fifteen years in advertising agency work, twelve years in advertising and printing businesses. E. E. TANNER, Director. Ten years' advertising agency experience, two and a half years' business experience. C. J. JORDAN, Art Director. Four years' advertising agency work, six years' commercial art experience, twelve years' business experience.

This agency serves twenty-five accounts along general, financial, school and resort lines. It has specialists in the following advertising media: outdoor, radio, moving picture, business paper, direct-mail and publicity news service. Denver Park & Amusement Co., Colorado School of Mines and Goodwin Granger Co. have been associated with the agency for many years. The Colorado Association, Denver & Rio Grande Western R. R. and E. A. Stephens Fur Co. are the largest accounts.

**S. A. CONOVER COMPANY** Established: 1916

99 Chauncy Street, Boston, Mass.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

S. A. CONOVER, President, Treasurer, Merchandising Director and Space Buyer. J. M. MATTHEWS, Vice-President and Account Executive. F. B. BALDWIN, Vice-President, Production Manager and Research Director.

This agency is well qualified to handle general and technical, school, resort, textile and furniture accounts. It employs specialists in publicity news service, radio and direct-mail advertising. Sanford Mills, Dr. J. F. True & Co., Inc. and New England Conservatory of Music are its oldest and largest clients. Twenty accounts.

**WILLIAM LYLE COOK**

Rialto Building, San Francisco, Cal.

Recognitions: ANPA; APA; AHMP.

**COOLIDGE ADVERTISING COMPANY**

Established: 1913

308-314 Insurance Exchange, Des Moines, Ia.

Member: AAAA.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

PAUL BLAKEMORE, President. Formerly in newspaper and educational work. R. H. CARY, Vice-President and Merchandising Director. Formerly salesman, merchandising and advertising manager. HENRY J. KROEGER, Secretary. Formerly salesman and copy writer. The officers mentioned above are in charge of space buying.

This agency has had wide experience in advertising products sold to the farmer, and also products merchandised through retail channels. Individual members of the staff are thoroughly acquainted with business paper and direct-mail advertising. The services of the agency lie within general, technical and mail-order fields. Accounts number sixty-four, the three oldest of which are the Boyt Co., Parsons Co. and Bartles-Shepherd Oil Co. The largest are Chamberlain Laboratories, Iowa Druggists' Association and The Bartles-Shepherd Oil Co.

**THE PAUL CORNELL COMPANY, Inc.**

Established: 1926

28 West 44th Street, New York, N. Y.

Member: NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.



## The MAGIC in MEN'S HANDS



**M**EN'S HANDS are magical. They master matter with strange craft. They fuse into its fibre men's wills and dreams, men's souls. Machines can duplicate. They cannot create. The hands of craftsmen are conductors of a creative current from mind to material. Only the hands of craftsmen can impart to a lifeless thing, a soul.

For eighty-seven years, the hands of craftsmen have created the Hardman Piano. In a fine, high tradition they have wrought, in wood, metal, strings, the magic of incomparable tone.

To that which craftsmen's hands create, men's hearts pay tribute. More Hardman Pianos were sold last year than in any other year in Hardman history. More

people come each day to the Home of the Hardman than ever before.

Eternally young with creative vitality that must be expressed, the hands of Hardman craftsmen, last year, caught in the wood that encased the instrument the spirit of a new age, and created a modernistic piano—the Modernique. It was youth, pioneering. And men responded.

Craftmanship rests not alone with the Hardman, for in America there are at least five pianos of the finer type. The hands of men have wrought more than one kind of beauty—even of the beauty of tone. All should be heard—the tones of all compared; but the ear should wait for the one among them that sings superbly of the hands that brought it into being.

*A Hardman may be purchased by payments over a period of years*

**HARDMAN, PECK & COMPANY**  
433 Fifth Avenue, New York 47-51 Flatbush Avenue, Brooklyn  
225 E. Fordham Road, Bronx 136-27 Roosevelt Ave., Flushing

*This is one of a series of advertisements prepared for Hardman, Peck & Company, one of the clients of The Paul Cornell Company, Inc.*

# THE PAUL CORNELL COMPANY, INC.

28 WEST 44<sup>TH</sup> STREET, NEW YORK, N. Y.

**THE PAUL CORNELL CO., Inc.—(Continued)**

PAUL L. CORNELL, President and Merchandising Director. Formerly with Marshall Field & Co., L. A. Westermann, Goodrich and Diamond Rubber Co. Twelve years' sales and advertising experience. NORMAN M. MARKWELL, Vice-President and Research Director. Five years advertising manager of Nulomoline Co.; three years advertising manager of American Molasses Co.; six years' advertising agency experience. HAROLD A. LEBAIR, Vice-President; MORTON R. GOLDSMITH, Treasurer and Space Buyer. Advertising department experience with *New York Times* and *Literary Digest*; for seven years Vice-President in charge of sales of the Buffalo Shirt Co. A. GILLINGHAM, Space Buyer.

The sales promotion work which this agency has accomplished for the Irish & Scottish Linen Damask Guild, Inc., in connection with department stores has been noteworthy. Other important campaigns are those of Henry Glass & Co., Hardman, Peck & Co. and Swan Pens. The agency is especially fitted for handling general accounts as well as financial, school and resort. It has a good background for radio and business paper, outdoor and direct-mail advertising and publicity news service. The three oldest accounts are the Irish & Scottish Linen Damask Guild, Inc., New York School of Interior Decoration and Standard Varnish Works. Fourteen accounts.

**CORNING INCORPORATED**

Established: 1904

89 East 4th Street, St. Paul, Minn.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

LEAVITT CORNING, President and Space Buyer. At one time superintendent of advertising on the *St. Paul Dispatch*, later with *St. Paul Pioneer Press*, resigning in 1904 to found Corning Incorporated. LOUIS MELAMED, Vice-President and Space Buyer. Formerly advertising manager of Lindeke, Warner 'Co., St. Paul, and Sharood Shoe Co. LLOYD R. GATES, Secretary and Space Buyer. Formerly advertising manager of Sutton Woolen Mills, North Andover, Mass.

The advertising activities of this agency include general, financial, mail-order, school and resort accounts. It employs specialists in radio and direct-mail advertising. Gordon & Ferguson, Inc., Shattuck School and St. Paul Hotel are the oldest of thirty-five accounts. Gordon & Ferguson, Inc., Scheffer & Rossum and Udga Medicine Co. are the largest.

**COTTER ADVERTISING AGENCY**

52 Chauncy Street, Boston, Mass.

Recognitions: ANPA; AHMP.

**COULTER & PAYNE, Inc.**

Established: 1923

Smith-Young Tower, San Antonio, Tex.

Branch: Corpus Christi, Tex.

Recognitions: ANPA; APA; AHMP.

JOHN B. PAYNE, President and Merchandising Director. Eighteen years' experience in advertising, merchandising and art directing. ROBERT G. COULTER, Vice-President and Space Buyer. Ten years in agency work, eight years in newspaper work. JOHN V. BROGAN, Treasurer and Research Director. Two years' general advertising agency experience; for twenty years a newspaper executive.

This agency is well qualified to meet the needs of general, financial, technical, school and resort advertisers. Specialists are in charge of publicity news service, business paper and direct-mail advertising. San Antonio Chamber of Commerce, Woodlawn District Association, San Antonio Building Materials Co. and B. J. Irish Co. are the oldest of thirty accounts. San Antonio Chamber of Commerce, Uvalde Rock Asphalt Co. and San Antonio Building Materials Co. are the largest.

**COWAN & DENGLE, Inc.**

Established: 1924

25 W. 45th Street, New York, N. Y.

Recognitions: ANPA; PPA; APA; AHMP.

STUART D. COWAN, President. HORACE W. DENGLE, Vice-President and Treasurer. JOHN A. BUCKLER, Research Director. WILLIAM J. O'CALLAGHAN, Research Director. WILLIAM T. MALONE and HELEN B. DONOVAN, Space Buyers.

An agency serving fourteen general accounts. Publicity news service, radio and business paper, outdoor and direct-mail advertising is placed by specialists.

**COWAN & PRINDLE**

654 Madison Avenue, New York

Recognition: PPA.

HARRISON J. COWAN, President; CARLYLE C. PRINDLE, Vice-President; J. C. BURTON, Vice-President; CATHERINE C. O'NEIL, Secretary and Space Buyer.

An agency serving eight accounts in the general field, including A. Bourjois & Co., Dictograph Products Corp., International Ticket Scale Co., and Lerys, Inc.

**THE CRAMER-KRASSETT CO.**

Established: 1897

425 Van Buren Street, Milwaukee, Wis.

Branches: 851 No. Broad Street, Philadelphia, Pa., 727 West 7th Street, Los Angeles, Cal.

F. G. CRAMER, President. W. A. KRASSETT, Vice-President and Treasurer. A. W. SEILER, Vice-President and Secretary. H. T. DYSON, Vice-President. A. L. VANDERJAGT, Vice-President. C. T. McELROY, Assistant Treasurer. C. M. DANIELL, Space Buyer. E. A. STINGEL, Production Manager. E. A. MULLINIX, Art Director.

This agency handles fifty accounts in practically every field of industry, with an especially strong representation in household appliance, industrial equipment, agricultural products and mail order fields. A field staff operating throughout the United States, in close touch with clients' sales outlets and territorial sales organization, is largely responsible for the accurate merchandising counsel given by this agency. Waukesha Motor Co. has been with Cramer-Krasselt for nineteen years. Maytag Co. is the largest account and has been a client of this agency for fourteen years.

**CRITCHFIELD & COMPANY**

Established: 1892

14 East Jackson Boulevard, Chicago, Ill.

Branches: Palace Building, Minneapolis, Minn.; 324 Thirteenth Street, Oakland, Cal.; Pacific Building, Portland, Ore.; 907 Lloyd Building, Seattle, Wash.; 287 Chamber of Commerce Building, Los Angeles, Cal.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; APA; AHMP.

SCOTT S. SMITH, President. E. P. NESBITT, Vice-President. I. R. ALLEN, Vice-President. I. BARNARD, Vice-President. R. C. SCRYMIGER, Secretary. R. J. BIRKLE, Treasurer. E. M. ABBOTT, Research Director. G. C. YOUNG, Space Buyer.

This is one of the oldest of the larger Chicago agencies and has a broad experience in automotive, agricultural and hardware markets. It serves one hundred and eight general accounts in widely diversified fields. The three largest accounts are Firestone Tire & Rubber Co., Wheeling Corrugating Co. and American School.

**CROOK ADVERTISING AGENCY**

Kirby Building, Dallas, Tex.

Recognitions: ANPA; APA; AHMP.

**SAMUEL C. CROOK CO., Inc.**

Established 1923

28 West 44th Street, New York, N. Y.

Member: AAAA; NOAB.

Recognitions: ANPA; PPA; APA; ABP; AHMP.

SAMUEL C. CROOK, President and Research and Merchandising Director. Sixteen years' experience involving all phases of advertising agency work including direct-mail. ARTHUR R. ANDERSON, Vice-President. In publication work eighteen years. Was formerly eastern advertising manager of the *Literary Digest*. ROBERT M. FERNS, Vice-President. Advertising Manager of Rogers-Peet Co. seventeen years. STANLEY GIBSON, Art Director. Fifteen years' experience in agency art work of the highest type. J. W. MORGAN, Space Buyer.

This agency offers a specialized service of principals whose entire business experience has been devoted to the solution of advertising and sales problems. It numbers among its clients some of the oldest and most successful firms, including Krementz & Co., Wm. H. Jackson Co., Craddock-Terry Shoe Co., Central Savings Bank of New York, Essex Rubber Co., Beckwith Chandler Co., Wm. H. Plummer & Co., and Reddy Golf Tee.

**CROSS & LaBEAUME, Inc.**

Established: 1924

250 Fifth Avenue, New York, N. Y.

Recognitions: ANPA; PPA; ABP; APA.

J. F. CROSS, JR., President and Secretary. E. I. LaBEAUME, Vice-President and Treasurer. Mr. Cross and Mr. LaBeaume, prior to engaging in agency work were engaged in writing, selling, planning and directing sales work as well as in advertising and publicity. A. MARIE MAUS, Space Buyer.

The policy of this agency is to give close personal service to a limited number of national accounts. Its services are general. Hercules Powder Co., Remington Arms Co., Inc., Remington Cash Register Co., Inc., and Spencerian Pen Co. are the oldest of eight accounts.

# "Put Yourself in My Shoes"

—says the Sales Manager

"Put yourself in my shoes!  
I have to get results! Results  
are what pay me — and you."



**I**S THERE a Sales Manager anywhere who hasn't thought just that? Well, if the advertising shoe pinches, why stick to the same old last? If you're looking for Advertising that has both feet placed squarely on the sales chart, some of America's oldest and most successful firms will be glad to tell you how this Agency helped to step up their sales.

One of our clients doubled their century-old business in less than 3 years!

If you, too, believe that advertising success should be judged from the sales sheet, let us show you how we work.

**SAMUEL C. CROOT CO.**  
INCORPORATED

**A D V E R T I S I N G**

28 West 44th Street / / / New York City

SAMUEL C. CROOT  
President

ARTHUR R. ANDERSON  
Vice-President

ROBERT M. FERNS  
Vice-President

STANLEY GIBSON  
Secretary-Treasurer



**CROSSLEY & FAILING, Inc.** Established: 1922  
407 Fitzpatrick Building, Portland, Ore.

Recognitions: ANPA; PPA; APA; AHMP.

J. T. CROSSLEY, President. Fourteen years' advertising experience. MAC M. WILKINS, Vice-President. Ten years' newspaper and advertising experience. E. M. SOOYSMITH, Secretary, Treasurer and Space Buyer. Five years in the advertising field, five years in other lines.

An agency serving twenty-five general accounts, the three oldest of which are the Portland Chamber of Commerce, Northwestern Electric Co. and United States Bakery. The largest are Closset & Devers, Montag Stove Works and Portland Chamber of Commerce.

**CROWELL, CRANE, WILLIAMS & CO.**

Established: 1926

919 No. Michigan Avenue, Chicago, Ill.

Member: NOAB.

Recognitions: ANPA; PPA; AHMP.

L. A. CROWELL, President. A newspaper writer for several years; writer of Marshall Field & Co.'s newspaper advertising for four years; advertising manager of a chain store group. Five and one-half years as copy writer for Lord & Thomas; vice-president and manager of the Chicago office of Van Patten, Inc.; a principal of Benson, Gamble & Crowell. MARTIN D. STEVENS, Treasurer. Formerly copy chief, business survey of the *Chicago Tribune*; three years with American School of Correspondence; five years' editorial work with *Compton's Pictured Encyclopedia* and *Liberty Magazine*. F. H. MARLING, Research Director and Space Buyer. Two years with Doubleday Page & Co., selling advertising. Ten years with Benson, Gamble & Crowell. GASTON V. LOWRIE, Secretary, Business Manager and Space Buyer. Formerly auditor and accountant for Canadian Steamship Line, Ltd., Canadian Pacific Railway and Atchison, Topeka and Santa Fe Railway System.

Although organized January 1, 1926, this agency has served most of its accounts for several years through its principals while in partnership in another Chicago agency. The agency serves six accounts, the Parker Pen Co., the Liquid Carbonic Corp. and Chicago Flexible Shaft Co. being at once the oldest and largest.

**W. E. CUNDIFF ADVERTISING AGENCY**

Established: 1921

301 College Street Building, Springfield, Mo.

Recognitions: APA; AHMP.

W. E. CUNDIFF, Space Buyer. This agency specializes in general, resort and school advertising. It serves about twenty accounts, the oldest of which are Moisture Guide Co., Southwest Business University and Patterson & Young Incubator. The largest accounts are Moisture Guide Co., Missouri Cream Association and Laclede Farms Hatchery.

**JOHN CURTISS CO., Inc.**

250 Park Avenue, New York, N. Y.

Recognitions: ANPA; PPA; APA; AHMP.

**CUTAJAR & PROVOST, Inc.**

120 West 42nd Street, New York, N. Y.

Recognitions: ANPA; PPA; AHMP.

**THE DAKE ADVERTISING AGENCY, Inc.**

Established: 1878

121 Second Street, San Francisco, Cal.

Member: NOAB.

Recognitions: ANPA; ABP; APA; AHMP.

L. W. DAKE, President and Treasurer. C. T. DE COU, Vice-President. A. FRANKE, Secretary. A. LORETZ, Space Buyer. The advertising activities of this agency extend to general, financial, technical and mail-order fields. Cutter Laboratory (biological products), Fitzpatrick Products Corp. (stump pullers) and Polytechnic College (Oakland, Cal.) are its oldest accounts. Haas Bros. (food products), Shingle, Brown & Co. (financial) and Colloidal Products Corp. (manufacturing chemists) are the largest accounts.

**DAKE-JOHANET ADVERTISING AGENCY**

407 East Pico Street, Los Angeles, Cal.

Recognitions: ANPA; APA; AHMP.

**DANIELSON & SON**

Established: 1886

15 Westminster Street, Providence, R. I.

Recognitions: ANPA; PPA; APA; AHMP.

GEORGE W. DANIELSON, President. Thirty-five years' adver-

tising experience. FRANK E. DODGE, Vice-President. Thirteen years' advertising experience. LAWRENCE T. GOODMAN, Secretary. Sixteen years' advertising experience. IRVING A. KEACH, Treasurer. Thirty-three years' advertising experience. This agency has had a long experience in connection with various lines of business. Its services are general. Brownell & Field Co., Citizens' Savings Bank and The Rathskeller are the three oldest accounts. Cliquot Club Co., Henry Lederer & Brother, Inc. and Pohlson's House of Gifts are the three largest.

**D'ARCY ADVERTISING COMPANY.** Established: 1906

1501 Locust Street, St. Louis, Mo.

Branches: Post Office Box 1734, Atlanta, Ga.; Terminal Tower, Cleveland, O.; 90 Broadview, Toronto, Can.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

W. C. D'ARCY, President. J. F. OBERWINDER, Vice-President and General Manager. A. L. LEE, P. J. ORTHWEIN, A. S. CALE, Vice-Presidents. C. C. PANGMAN, Secretary and Treasurer. JOHN S. DRESCHER, Research Director. J. E. SULLIVAN and F. C. WEBER, Space Buyers.

A well-organized agency, with specialists in publicity news service, direct-mail, radio, moving picture, business paper and outdoor advertising. The company serves eighteen accounts, the largest of which are Coca-Cola Co., Anheuser-Busch, Inc., General Tire Co., Shell Petroleum Co. and International Shoe Co. Some of the oldest accounts are Coca-Cola Co., McQuay-Norris Mfg. Co. and Anheuser-Busch, Inc.

**DARLOW ADVERTISING COMPANY**

Established: 1905

410 So. 19th Street, Omaha, Neb.

Member: AAAA; NOAB.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

A. B. DARLOW, President. Has been actively engaged in the business for the last twenty years, giving entire time. E. H. ALLEN, Vice-President and Manager. In the newspaper business from 1909 to 1915; with *Kansas City Star*, *Omaha Daily News*, founder of *Amarillo (Texas) Daily News*; six years in charge of copy and production departments of Darlow Advertising Co.; manager of business seven and one-half years. C. B. DARLOW, Office Manager, Account Executive and Space Buyer. With this company since 1916.

This agency is especially fitted for general and mail-order accounts. Individual members of the staff are familiar with radio, business paper, outdoor and direct-mail advertising as well as publicity news service. Accounts number thirty-five, George H. Lee Co., Barker Mfg. Co. and Western Land Roller Co. being the oldest, Omaha Tanning Co., George H. Lee Co. and Barker Mfg. Co. are the three largest accounts.

**THE DAUCHY COMPANY, Inc.** Established 1867

9-15 Murray Street, New York, N. Y.

Member: AAAA; NOAB.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

GEORGE E. HARRIS, President and Space Buyer. Forty-four years with this company. ANNA V. GRACE, Secretary. Twenty-eight years with this company. GEORGE ELLSWORTH HARRIS, Jr., Vice-President, Treasurer, Research Director and Space Buyer. Fourteen years with the company. GEORGE V. ROCKEY, Vice-President, Merchandising Director and Space Buyer. EDWIN A. MARSH, Vice-President and Space Buyer. W. H. BENNETT, Space Buyer.

This agency handles forty accounts, more than fifteen of which have been associated with the company over twenty years. It is well qualified to handle general and financial accounts and to advertise products sold in grocery and drug stores. It employs specialists in radio, business paper and direct-mail advertising. Crosby Frisian Fur Co., Hiscox Chemical Works, Oxo Limited, (London, England), Allan A. Olmsted, Frank A. Hall & Sons and P. R. Mallory & Co. are some of its principal clients.

**DAVID, INCORPORATED**

Merchants Bank Building, St. Paul, Minn.

Recognitions: ANPA; APA; AHMP.

**DUDLEY DAVIS, Inc.**

Established 1925

524 Dermon Building, Memphis, Tenn.

Member: NOAB.

Recognitions: ANPA; APA; AHMP.

H. D. DAVIS, President and active head, Merchandising Direc-

tor and Space Buyer. Nine years in advertising with other agencies, and as advertising and sales manager. A. New, Space Buyer.

An agency prepared to meet the needs of general, technical and mail-order advertisers as well as advertisers of food and bedding. Has had genuine national experience in connection with all advertising media except moving pictures and publicity news service. Maury Cole Co. (cocoa, coffee and food products), U. S. Bedding Co., and Beasley Bros., Jones Royland (clothing) are the oldest clients. The largest are Maury Cole Co., Supreme Instrument Corp. and U. S. Bedding Co.

#### THE STANLEY DAY AGENCY

955 Prospect Avenue, Plainfield, N. J.

Recognitions: APA; AHMP.

#### BEN DEAN ADVERTISING AGENCY Est. 1919

333-334 Michigan Trust Bldg., Grand Rapids, Mich.

Recognitions: PPA; ABP; APA; AHMP.

BEN DEAN, sixteen years' agency and newspaper experience. This is an agency of the personal service type. Especially fitted for handling general accounts.

#### DEARBORN ADVERTISING AGENCY

180 No. Michigan Avenue, Chicago, Ill.

Recognitions: APA; PPA; AHMP.

#### DE BIASI ADVERTISING AGENCY

51 Chambers Street, New York, N. Y.

Recognitions: ANPA; AHMP.

#### HENRY DECKER, Ltd. Established 1882

128 West 31st Street, New York, N. Y.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

HENRY DECKER, President. Thirty-one years' experience in agency work. JOSEPH LIPSHIE, Treasurer. FRANK J. WARDE, Secretary. Fifteen years in newspaper work, twelve years in agency work. Contact men buy space.

This is one of the oldest agencies in New York, specializing in general and mail-order advertising. It is now serving forty-eight accounts, the three oldest of which are Wilson Chemical Co., Bulls Head Horse Auction Co., and Waller & Potter. The largest accounts are Wilson Chemical Co., Quinn Burial Co. and Walter B. Cooke, Inc.

#### DE LEURY-REEDER

710 J. M. Studebaker Building, South Bend, Ind.

Recognitions: ANPA; AHMP.

#### CHARLES H. DENHARD & CO., Inc. Est. 1922

114 East 32nd Street, New York, N. Y.

Recognitions: ANPA; PPA; APA; AHMP.

CHARLES H. DENHARD, President. JOSEPH C. PFEIFFER, Vice-President, Secretary and Space Buyer. HARRY D. HERRON, Treasurer. E. KING, Space Buyer.

This agency specializes in book and general advertising. It is equipped to serve clients through publicity news service, business papers and direct mail. D. Appleton & Co., G. P. Putnam's Sons and John W. Masury & Son are the oldest of twenty-six accounts. Doubleday Doran & Co., Harper & Brothers and D. Appleton & Co. are the largest.

#### WILLIAM H. DENNEY CO., Inc. Established 1921

461 Eighth Avenue, New York, N. Y.

Member: AAAA.

Recognitions: ANPA; ABP; AHMP.

E. E. BARTLETT, Chairman of Board. H. L. GAGE, President. W. H. DENNEY, Executive Vice-President. J. A. KINGMAN, Vice-President. F. P. DENMAN, Vice-President. I. VAN DILLEN, Secretary and Treasurer. DONALD KNAGGS, Research Director. J. McEWAN, Merchandising Director. G. ANDERSON, Space Buyer.

An agency well qualified to serve general, technical and graphic arts advertisers. Specialists are in charge of radio, business paper, outdoor, moving picture and direct-mail advertising. Accounts number twenty-two, the oldest and largest being: Mergenthaler Linotype Co., B. Altman & Co. and Curtiss Flying Service.

#### D'EVELYN & WADSWORTH Established 1921

405 Montgomery Street, San Francisco, Cal.

Recognitions: ANPA; APA; AHMP.

N. F. D'EVELYN, Publicity and correspondence activities in State Chamber of Commerce; city and country real estate

advertising and selling; advertising manager of Sperry Flour Co. (agricultural publicity); active in More & Better Wheat Campaign during the war; house organ editor. JOSEPH H. WADSWORTH. Formerly advertising manager with two large department stores in Los Angeles; advertising service manager of Pacific Railways Advertising Co.; advertising manager of Sperry Flour Co. MRS. LESLIE GANYARD, Space Buyer.

This agency is affiliated with Logan & Stebbins, Los Angeles. Established in 1921 as N. F. D'Evelyn, it became a partnership organization in 1927. It is especially fitted for handling general, financial, school and resort accounts, with specialists in radio advertising and publicity news service. Mitchum Tully & Co., Dean Witter & Co. and Walsh-O'Connor Co. are the oldest of thirty-five accounts. Sperry Flour Co., Dean Witter & Co. and Everett Pulp & Paper Co. are the largest.

#### DE ROUVILLE ADVERTISING AGENCY

11 No. Pearl Street, Albany, N. Y.

Recognitions: ANPA; APA; PPA; AHMP.

#### DICKINSON ADVERTISING CO.

10 So. La Salle Street, Chicago, Ill.

Recognitions: APA; AHMP.

#### DIENER & DORSKIND, Inc.

303 West 42nd Street, New York, N. Y.

Recognitions: ANPA; AHMP.

#### ELMER H. DOE ADVERTISING AGENCY Est. 1914

315 Keller Building, Louisville, Ky.

Member: NOAB.

Recognitions: ANPA; PPA; APA; AHMP.

This agency handles about thirty accounts in diversified lines of business.

#### DOLLENMAYER ADVERTISING AGENCY Est. 1897

519 Metropolitan Life Building, Minneapolis, Minn.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

ALBERT DOLLENMAYER, President. Founder, Manager of the business since 1897. ARTHUR N. WALTERS, Vice-President. Account Executive for about thirty years. MRS. DOLLENMAYER, Secretary (not active). R. T. KLAGSTAD, Space Buyer. An agency serving about twenty general accounts, the three largest of which are Pillsbury Flour Mills Co., Bohn Refrigerator Co. and American Farm Machinery Co.

#### DOLMAN COMPANY, Inc. Established 1915

74 New Montgomery Street, San Francisco, Cal.

Branch: 301 M. Harris Building, Los Angeles, Cal.

Recognitions: ANPA; APA; AHMP.

M. T. DOLMAN, President, Merchandising Director and Space Buyer. Four years advertising manager with Owl Drug Co.; three years advertising manager with Pacific States Electric Co.; four years advertising manager of I. Magnin & Co.; with Frank Werner Co., three years. In charge of G. E. advertising on Pacific Coast. W. L. DOLMAN, Secretary and Treasurer. Formerly City Treasurer, St. Joseph, Mo.; advertising manager with St. Joseph Star, St. Joseph Gazette and Lincoln Star (Nebr.). JERRY BRECKENRIDGE, Research Director.

An agency specializing in general, mail-order, food products and farm paper accounts. It is equipped for radio, farm paper and direct-mail advertising. Thirty-three clients are served, the oldest of which are California Leather Dressing Co., Raymond Mfg. Co., Chimney Sweep Mfg. Co. and Pacific Guano & Fertilizer Co. The three largest accounts are Rainier Brewing Co., Raymond Mfg. Co. and Pacific Guano & Fertilizer Co.

#### THE LEE E. DONNELLEY CO. Established 1920

1532 Union Trust Bldg., Cleveland, O.

Recognitions: ABP; APA; AHMP.

LEE E. DONNELLEY, President. Broad experience in selling and advertising, with Ward-Stilson Co., Ihling Bros., Everard Co., Jas. Baine Co., Swinehart Tire & Rubber Co. and The Lawrence Oswald Co. Member of Red Cross Committee Advertising Club. Partner in small service agency, manager of direct advertising service department of Canton Engraving & Electrotype Co. CHARLES F. SUTLIFF, Secretary, Treasurer and Space Buyer. Extensive experience in manufacturing and selling equipment in automotive, industrial, oil, business, building and plumbing fields. W. R. PATERSON, Research Director. Specialty salesman in hardware and confectionery line. City salesman for Gurney Products Co. Manager of Office Specialty Mfg. Co. (Canadian company of Yawman and Erbe Mfg. Co., Rochester, N. Y.)



**THE LEE E. DONNELLEY CO.—(Continued)**

This agency has a good background for advertising building materials, household specialties and industrial equipment; also well qualified to handle general accounts. Serves eight clients, the oldest of which are The Ney Mfg. Co., Grabler Mfg. Co. and Republic Brass Co. The three largest accounts are Republic Brass Co., Grabler Mfg. Co. and Erie Meter Systems. Member of The Lynn Ellis Group.

**DONOVAN-ARMSTRONG**

1211 Chestnut Street, Philadelphia, Pa.

Recognitions: ANPA; APA; PPA; AHMP.

**DOREMUS & COMPANY**

Established 1903

44 Broad Street, New York, N. Y.

Branches: 20 Kilby Street, Boston; 208 So. La Salle Street, Chicago; 1520 Sansom Street, Philadelphia; Hunt, Dublin Building, San Francisco; Van Nuys Building, Los Angeles; 23 College Hill, E. C. 4, London, England.

Member: NOAB; ABC.

Recognitions: ANPA; PPA; APA; AHMP.

EVERETT T. TOMLINSON, JR., President. WILLIAM H. LONG, JR., Vice-President. HUGH BANCROFT, Secretary. JOHN C. HOSKINS, Treasurer. WILLIAM R. GRAHAM and HAROLD STEBER, Space Buyers.

This agency has had broad experience in handling financial accounts. It is also well qualified for general, school and

resort advertising. Individual members of the staff are in close relation with publicity news service. A. B. Leach & Co., William P. Bonbright & Co. and New England Steamship Co. are the three oldest accounts. The largest are Dillon, Read & Co., Chase Securities Corp. and Bancamerica-Blair Corp. More than five hundred accounts.

**DORLAND AGENCY, Inc.**

Established 1883

101 Park Avenue, New York, N. Y.

Branches: Preston Building, Atlantic City, N. J.; 14 Regent Street, S. W. I. London; 68 Avenue des Champs Elysees, Paris.

Member: NOAB.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

HOWARD S. HADDEN, President and Treasurer. Twenty-three years in agency business. R. A. PORTER, Vice-President, Secretary and Merchandising Director. Ten years advertising agency work. J. E. WINGATE, Vice-President. Fifteen years in agency work. H. DOUGLAS HADDEN. Eight years in agency business. JAMES ALLEN, Production Manager. Twenty years' advertising agency experience. MISS E. ROWLANDS, Research Director. MARY E. SWAYNE, Space Buyer.

This agency serves forty-six domestic and fifteen foreign accounts, dividing its activities principally between general and financial advertising. It has specialists in radio, business paper, outdoor, moving picture and direct mail advertising and publicity news service. Chemical National Bank, Nassau National Bank and Brooklyn Trust Co. are the three oldest accounts. The French Line, Nash Motor Co., and Eton Products Co., Inc., are the largest.

**DORRANCE, SULLIVAN & CO., Inc.**

Established 1921

130 West 42nd Street, New York, N. Y.

Member: ABC.

Recognition: ANPA; PPA; ABP; APA.

STURGES DORRANCE, President and Treasurer. Experience includes service as general superintendent of production, J. Horace McFarland Co., Mt. Pleasant Press, staff *Collier's Weekly*, eastern advertising director, *McClure Publications*, special representative, International Magazine Co., and vice-president, Thomas F. Logan, Inc. W. ARTHUR COLE, Vice-President in charge of Production. Formerly in charge of art and mechanical production, Barton, Durstine & Osborn, Inc. Was vice-president, Corman Co. and president, American Institute of Graphic Arts. HARRY M. OVERSTREET, Secretary. Previously sales manager, Stewart Phonograph Corp. HARRY E. PENGEL, Manager Contract Department. EDWARD SPRINGSTEAD, Assistant Treasurer. DAVID DIBBELL, Manager Research Department. W. A. CAPITAN, Manager Mechanical Department.

This is a prominent New York agency, serving such important clients as United States Shipping Board, Copper & Brass Research Association, Church & Dwight Co., Inc., American Cigar Co., American Tobacco Co., *Good Housekeeping Magazine* and many others of equal importance. It publishes a valuable monthly statistical publication called *Trends and*

Indications of interest to sales and advertising executives, which it circulates as its house organ.

**C. L. DOUGHTY ADVG. AGENCY CO., Inc.**

448 Main Street, Cincinnati, Ohio

Recognitions: ANPA; APA; AHMP.

**CHARLES F. DOWD, Inc.**

Established 1908

408 Richardson Bldg., Toledo, O.

Member: NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

CHARLES F. DOWD, President and Treasurer. Former Secretary-Treasurer of Guanajuato Production & Mining Co.; with Harter & Aldrick Advertising Service; conducted local advertising service under his own name in Toledo; with Machen & Dowd Co. for ten years. RALPH B. WAY, Vice-President. Six years' experience as salesman for two lumber companies; later with Swan Lumber Co.; five years with Machen & Dowd Co. R. T. CARRITHERS, Secretary. Dry goods economist for four years; later with Lord & Thomas and Machen & Dowd Co. Men handling accounts are in charge of space buying.

An agency of the personal service type. It has specialists in publicity news service, business paper and direct-mail advertising. Serves twenty-one accounts, the three oldest of which are Haughton Elevator & Machine Co.; Edward N. Riddle Co. and Toledo Edison Co. The largest are Defiance Spark Plugs, Inc., John O. Gilbert Chocolate Co., and The Matthews Co.

**DOYLE, KITCHEN & McCORMICK, Inc.**

Est. 1925

501 Fifth Avenue, New York, N. Y.

Member: AAAA.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

H. B. DOYLE, President. V. C. KITCHEN, Vice-President. R. F. VANDER-GHEYNST, Secretary and Treasurer. GEORGE G. TAYLOR, Research Director. W. H. KERN, Space Buyer.

An agency handling thirty accounts, general and technical. Employs specialists in business paper and direct-mail advertising and publicity news service. Oldest accounts, American Brake Shoe & Foundry Co., National Pneumatic Co., and Wailes Dove Hermiston Corporation.

**THE DRECHSLER-PEARL COMPANY**

Est. 1919

Munsey Building, Baltimore, Md.

Member: ABC.

Recognitions: ANPA; ABP; APA; AHMP.

IVAN R. DRECHSLER, President of this agency. Mr. Drechsler ran special campaigns, such as "National Oyster Week," and "Clean up and Paint up"; had charge of publicity for Potomac division of Red Cross during the War. LESLIE H. PEARL, Vice-President. Formerly with Bell Telephone Co., advertising manager of Hutzler Bros. Co., Baltimore. ROBERT S. MASLIN, Secretary and Treasurer. Formerly Paymaster with Northern Central R. R.; president of Kentucky Lime & Cement Co. LEO MACDONALD, Research Director. J. M. J. HODGES, Merchandising Director. WALTER S. RINK, Space Buyer.

This agency specializes in general, financial, radio, business paper and direct-mail advertising. Handles eighteen accounts, the oldest being Charles M. Struven & Co., Read Machinery Co., Inc., and Blamberg Brothers. The largest are Fletcher Works, Inc., Philadelphia; Ruberoid Co., Continental Roofing & Mfg. Div.; and Read Machinery Co., York, Pa.

**DRURY COMPANY, Inc.**

Established 1919

114 Sansome Street, San Francisco, Cal.

Recognitions: ANPA; AHMP.

NEWTON B. DRURY, President. Experience in newspaper work since 1910; ten years in advertising work; executive secretary, University of California, 1915 to 1917. AUBREY DRURY, Vice-President and Secretary. Specialist in travel advertising; author of Drury's Guide Books of California. Formerly advertising writer with Southern Pacific Co. JOHN C. RABB and HARRY JOHNS, Space Buyers. WYMAN TAYLOR, Art and Production Manager.

This agency specializes principally in travel and transportation advertising; also well qualified to handle general and school and resort accounts. Employs specialists in direct-mail advertising and publicity news service. Northwestern Pacific Railroad, John Hoey & Co. (mattress manufacturers), and H. R. Basford Co., (gas appliances), are the oldest of the twenty accounts, while Northern Pacific Railroad (Redwood Empire Route), American Express Co. Around-Pacific-Tours and Monterey Peninsula are the largest.



DORRANCE, SULLIVAN & COMPANY, INC.

ADVERTISING

130 WEST 42ND STREET

NEW YORK

*The RIGHT product: markets  
and competition: sales methods  
——and then ADVERTISING*

**WALTER DU BREE ADVERTISING, Inc.** Est. 1919  
518 Symes Building, Denver, Colo.*Recognitions: ANPA; AHMP.*

WALTER DU BREE, President and Space Buyer. L. M. DU BREE, Vice-President. JOSEPH EMERSON SMITH, Secretary and Merchandising Director.

An agency especially fitted for general, financial and industrial advertising. Employs experts in radio advertising. Serves twelve accounts, Storehouse Accident Prevention Signs, Duplers' Furs and The Colorado Fuel & Iron Co., being the oldest.

**THE DUNHAM-LESAN CO.**

Established 1928

Tribune Tower, Chicago, Ill.

*Member: AAAA; NOAB; ABC.**Recognitions: ANPA; PPA; ABP; APA; AHMP.*

JOHN H. DUNHAM, President. GEORGE E. INGHAM, Executive Vice-President. H. R. VAN GUNTEN, Vice-President. DONALD KING, Research Director. RAY J. STALEY, Space Buyer.

This agency, the result of a merger of the John H. Dunham Co., established 1921, with H. E. Lesan Advertising Agency, established 1909, is affiliated with the Hamman Advertising Organization, Inc., and Lesan Advertising Agencies, Inc. The agency handles sixteen accounts, in general, financial, technical and transportation fields, the three oldest of which are Alfred Decker & Cohn, Fansteel Products Co. and Union Pacific R. R.

**DUNLAP-WARD ADVERTISING CO., Inc.**

Keith Building, Cleveland, Ohio

*Recognitions: ANPA; APA; PPA; AHMP.***THE F. A. DURRANT ADVERTISING CO.**

4800 East 12th Street, Kansas City, Mo.

*Recognitions: APA; AHMP.***GEORGE L. DYER COMPANY**

Established 1902

285 Madison Avenue, New York, N. Y.

Branch: Willoughby Tower, Michigan Avenue, Chicago, Ill.

*Member: AAAA; NOAB; ABC.**Recognitions: ANPA; PPA; ABP; APA; AHMP.*

J. W. LEE, JR., President. W. L. DOTTS, Vice-President and Space Buyer. E. M. STERLING, Vice-President and Merchandising Director. H. A. RICK, Vice-President. W. G. VAN SCHMUS, Treasurer. J. S. HEWITT, Secretary. GEORGE BOLTON, Research Director.

This agency has handled accounts in practically every line of business, and has been associated with some of the outstanding successes of the country. It is especially fitted for general accounts and employs specialists in radio, business paper, outdoor and direct-mail advertising and publicity news service. The company serves forty-two clients, the largest of which are Weyerhaeuser Forest Products, U. S. Rubber Co., Aluminum Co. of America and Anthracite Coal Operators. The oldest are Wick Narrow Fabric Co., Ott Engraving Co. and Weyerhaeuser Forest Products.

**EASTMAN, SCOTT & CO., Inc.**

Wynne-Claughton Building, Atlanta, Ga.

*Recognitions: ANPA; PPA; AHMP.***E. S. EDMONDSON CO., Inc.**

1700 Walnut Street, Philadelphia, Pa.

*Recognitions: ANPA; AHMP.***EHLBERT ADVERTISING SERVICE, Ind.** Est. 1920

75 East Wacker Drive, Chicago, Ill.

*Recognitions: ABP; APA; AHMP.*

MARK K. EHLBERT, President, Treasurer and Merchandising Director. JOSEPHINE S. EHLBERT, Secretary. J. H. MARX, Vice-President. M. N. GOLDBERG, Space Buyer.

An agency serving thirty accounts and specializing in general, technical and insurance advertising. Equipped for business paper and direct-mail advertising. The three oldest accounts are Gibbs & Co., Estelle Dress Co. and J. L. Morrison Co. The largest are Gibbs & Co., St. Paul Fire & Marine Insurance Co. and B. E. Lawrence & Co.

**STANLEY J. EHLINGER ADVERTISING** Est. 1924  
Commercial Building, Tulsa, Okla.*Recognitions: APA; AHMP.*

STANLEY J. EHLINGER, President, Treasurer and Space Buyer. Previous experience in agency work; also in engineering in the petroleum industry. M. C. NEPFOOT, Vice-President, Research Director and in charge of general sales work. M. F.

EHLINGER, Production Manager. Petroleum industry experience.

This agency serves twenty-two accounts, chiefly in the petroleum products and petroleum industry equipment fields. Specialists are in charge of radio, business paper, outdoor and direct-mail advertising. The oldest accounts are Burns Tool Co., D. F. Connolly Agency, Inc. (Farrar & Trefts boilers), and Tulsa Boiler & Machinery Co. (refinery and natural gasoline plant equipment). The largest are Barnsdall Corp. and subsidiary companies (petroleum products), Imperial Refineries (gasolines and distillates) and Taubman Supply Corp. (casing tubing and line pipe).

**A. R. ELLIOTT—ADVERTISING**

Established 1884

53 Park Place, New York, N. Y.

*Recognitions: ANPA; PPA; APA; AHMP.*

A. R. ELLIOTT, President. Has actively conducted a general agency business for forty-five years. D. M. ELLIOTT, Vice-President, Treasurer, Research Director and Space Buyer. Twenty years in general advertising agency work. N. F. HANF. Eighteen years' general advertising agency experience.

This agency has always conducted a general advertising business, concentrating particularly on food products. Its oldest clients are Lea & Perrins' Sauce, Chataqua School of Nursing and J. M. Horton Ice Cream Co. The three largest accounts are Lea & Perrins' Sauce, J. M. Horton Ice Cream Co. and H. P. Hood & Sons (milk products).

**A. W. ELLIS COMPANY**

40 Central Street, Boston, Mass.

*Recognitions: ANPA; APA; PPA; AHMP.***LYNN ELLIS, Inc.**

315 Montgomery Street, San Francisco, Calif.

MR. ELLIS, as an officer and account executive of the H. K. McCann Co. and other agencies, directed many national campaigns prior to forming his own organization. He has written extensively for business magazines on agency relations, has been instrumental in developing standardization (with resulting economies and better service) in the production and accounting end of agencies. He is the founder of the Lynn Ellis Group of advertising agencies.

**LYNN ELLIS GROUP**

An international network of advertising agencies, independently owned, but governed by similar methods and ideals, comprising:

Lynn Ellis, Inc., 315 Montgomery Street, San Francisco, Calif.

Burton Bigelow, Inc., 296 Delaware Avenue, Buffalo, N. Y.  
Lee S. Donnelly Co. 1523 Union Trust Building, Cleveland, Ohio

Holden, McKinney & Clark, Inc., 510 Donovan Building, Detroit, Mich.

Hurja, Chase & Hooker, Inc., Hearst Square, Chicago, Ill.  
The Izzard Co., 418 Pike Street, Seattle, Wash.

The Keelor & Stites Co., 18 West Seventh Street, Cincinnati, Ohio

Long Advertising Service, 19 N. 2d Street, San Jose, Calif.  
Mathews, Ryder & Ingram, Ltd., 1404 Franklin Street, Oakland, Calif.

Oswald Advertising Agency, Inc., Integrity Trust Building, Philadelphia, Pa.

The Rein Co., Houston, Texas

Wilson & Bristol, Inc., 285 Madison Avenue, New York City

Wolcott & Holcomb, Chamber of Commerce Building, Boston, Mass.

E. G. Stellings Co., Murchinson Building, Wilmington, N. C.

**FOREIGN**

Adshead, Rose Publicity, Ltd., 249 George Street, Sydney, N. S. W., Australia

The James Fisher Co., Ltd., 204 Richmond West, Toronto 2, Ontario, Canada

J. Ilott, Ltd., Jervois Quay and Harris Street, Wellington, New Zealand

**ASSOCIATE**

Bolton Advertising Co., 1106 Mahoning Bank Building, Youngstown, Ohio

William J. Grover Co., Lima, Ohio

**ADVISORY**

Berkeley W. Henderson, 247 Park Avenue, New York, N. Y.

Nell V. Price, 901 Munsey Building, Washington, D. C.

IT is our point of view that an advertising agency should show clear cause why and how advertising money can be used *to promote sales*, and how much is needed for the purpose, before one cent is appropriated. This point of view calls for unprejudiced analysis of distribution before advertising is given a thought. We shall be glad to explain our methods without obligation to the manufacturer who is not sure that he is spending his advertising money to the best advantage.

**EWING, JONES & HIGGINS**

INCORPORATED

*Advertising Merchandising*

NEW YORK      PHILADELPHIA  
36 W. 44th St.    North American Bldg.





**EMPIRE ADVERTISING SERVICE** Established 1918  
11 West 42nd Street, New York, N. Y.*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

FREDERICK F. ROEDING, Merchandising Director and Space Buyer. General advertising, merchandising and mail-order experience. LAWRENCE WEINER, Space Buyer. General and theatrical advertising experience. EDW. WILLMANN, Book Advertising. J. P. CUMMING, Mail-order, book advertising, general advertising and merchandising experience. FRANK FRIEDLANDER, Research Director.

This agency specializes in general, technical and mail-order accounts. It is strongly represented in the amusement advertising field. Employs specialists in radio, business paper, moving picture and direct-mail advertising as well as publicity news service. Serves twenty-six accounts, the oldest of which are Westchester Racing Association, Rich & Fisher, Inc. and Sam H. Harris Theatrical Enterprises. The largest are Westchester Racing Association, United Artists Picture Corp., Columbia Pictures, Lewis Copeland Co. and Century Co.

**F. A. ENSIGN ADVG. AGENCY, Inc.** Est. 1912  
Koppers Building, Pittsburgh, Pa.*Recognitions: ANPA; APA; AHMP.*

W. C. ARTHUR, President. J. R. ARTHUR, Vice-President and Merchandising Director. W. R. HOVIS, Vice-President and Research Director. V. E. FEHR, Treasurer.

This agency handles fifteen general accounts, including products sold through grocery, drug, hardware and department stores. It employs specialists in radio advertising. The three oldest accounts are Marvel Products, Nozol Co. and Shur-Gro Fertilizer Co. The largest are Viviano Macaroni Co., Marvel Products and Nozol Co.

**DADE B. EPSTEIN**

209 S. State Street, Chicago, Ill.

A personal service agency handling local accounts.

**E. N. ERICKSON ADVERTISING AGENCY**  
15 Park Row, New York, N. Y.*Recognitions: ANPA; APA; AHMP.***THE ERICKSON COMPANY** Established 1901  
230 Park Avenue, New York, N. Y.*Member: AAAA; NOAB; ABC.**Recognitions: ANPA; PPA; PBP; APA; AHMP.*

A. W. ERICKSON, President. Thirty-one years' advertising experience, twenty-six as President of Erickson Co., five as advertising manager. Director of numerous manufacturing concerns. HARRY DWIGHT SMITH, Vice-President and Merchandising Director. Formerly President of Fuller & Smith Agency, Cleveland; thirty-two years' advertising and business experience. NEWCOMB CLEVELAND, Vice-President. Twenty-six years' agency experience. Formerly advertising and sales executive for nationally distributed food product. FRANCIS A. MAULSBY, Research Director. GUY S. RICHARDS, Manager of Media Department and Space Buyer.

This agency handles general, technical, mail-order and insurance accounts. It employs specialists in publicity news service, business paper, outdoor and direct-mail advertising. James McCutcheon & Co., The Barrett Co. and The Bon Ami Co. have been Erickson clients for more than twenty-three years. The three largest accounts are Congoleum-Nairn, Inc., Valentine & Co. and The Bon Ami Co. Twenty-two accounts.

**ERWIN, WASEY & COMPANY** Established 1914  
844 Rush Street, Chicago, Ill.

Division: 420 Lexington Avenue, N. Y.

European Offices: 15 Tiergartenstrasse, Berlin, W. 10, Germany; 10 Rue des Commerçants, Brussels, Belgium; "Klosterfaarden," Amagertov 29 Copenhagen, Denmark; S. Esplanadsgatan 16, Helsingfors, Finland; King's Buildings, Dean Stanley Street, Westminster, S. W. 1, London, England; 22 Corso, Vittorio Emanuele, Milan, Italy; 19 Boulevard Malesherbes, Paris, France; Schiekade 182, Rotterdam, Holland; Drottninggatan 11, Stockholm, Sweden; 7 Rami Strasse, Zurich, Switzerland.

A. H. KUDNER, President, New York and Chicago. G. PAGEWOOD, Vice-President-Secretary, Chicago. O. B. WINTERS, Vice-President, New York and Chicago. L. R. WASEY, Chairman of Board, New York and Chicago. CHESTER FOUST, Manager, Chicago. A. W. HOBLER, Manager, Merchandising Director and Space Buyer, New York. W. L. PRINDLE, Research Director, Chicago. W. S. HOYT, Merchandising Director, Chicago. E. ROSS GAMBLE, Space Buyer, Chicago. A. R. MURRAY, Space Buyer, New York.

This is one of the foremost advertising agencies in the country and one of the few American agencies which operate internationally. It is qualified by experience and organization to advertise products and service of all kinds. It employs specialists in radio, business paper, outdoor, moving picture and direct-mail advertising and publicity news service. Chicago office handles twenty-four accounts; New York office twenty-six. The three oldest accounts are Goodyear Tire & Rubber Co.; Hoover Sweeper, Forhans. The largest are Goodyear Tire & Rubber Co., Postum Cereal, Hoover Co., Forhans' and AC Spark Plug.

**EVANS, KIP & HACKETT, Inc.** Established 1917  
386 Fourth Avenue, New York, N. Y.*Member: AAAA; NOAB; ABC.**Recognitions: ANPA; PPA; ABP; APA; AHMP.*

DAVID G. EVANS, President and Merchandising Director. Industrial and financial background. KEITH EVANS, Vice-President. GARRETT B. KIP, Treasurer. Experienced in financing, selling, economic investigation at home and abroad. H. E. THOMAS, Secretary and Assistant Treasurer. Entire business experience in advertising agency organization. W. T. MARQUIS, Space Buyer. EDWARD S. KNAPP, Research Director. JOHN H. KLINGENFELD, A. P. DE SAAS, W. L. CHURCHILL, Contact and Development. ROSS CRAUFURD, Art Director.

An agency with international recognition. It has eighteen clients and works on a fee basis as well as on agency commissions. Well qualified for general, financial, technical, school and resort accounts. Employs specialists in radio, business paper, outdoor, moving picture and direct-mail advertising. The oldest are Oyster Shell Products Corp., Garrison Fire Detecting System and John Russell Cutlery Co. The largest are Oyster Shell Products Corp., Garrison Fire Detecting System and The Park & Pollard Co.

**EWING, JONES & HIGGINS, Inc.**

North American Building, Philadelphia, Pa.

Branch: 36 West 44th Street, New York, N. Y.

*Member: AAAA; NOAB; ABC.**Recognitions: ANPA; PPA; ABP; APA; AHMP.*

JOSEPH EWING, President. Formerly with Fuller & Smith, Simmons Bed Co. THOMAS N. JONES, Vice-President, Treasurer and Research Director. Formerly advertising manager of the *Philadelphia Press*. ALFRED K. HIGGINS, Vice-President. Prior connections with Calkins & Holden, Campbell-Ewald Co., and N. W. Ayer & Son. HOWARD H. YAW, Secretary and Merchandising Director. Previously with Firestone Tire & Rubber Co., Fels & Co. and Herbert Morris Advertising Agency. GROSVENOR L. BALL, Assisting Treasurer and Space Buyer. Formerly with Frank Presbrey Co. and Welsbach Co.

This agency, originally the Edward Ewing & Jones Co., established 1926, was incorporated as Ewing-Jones & Higgins in 1928. It is especially fitted for general and technical advertising, with specialists in radio, business paper, outdoor and direct-mail advertising. Handles twenty-six accounts, the three oldest being Keystone Lubricating Co., Audubon Wire Cloth Co. and L. H. Gilmer Co. and the largest Holmes Products, Inc., Thomas Maddock's Sons Co. and The Speakman Co.

For further information see page 165.

**FAIRALL & CO.**

Established 1919

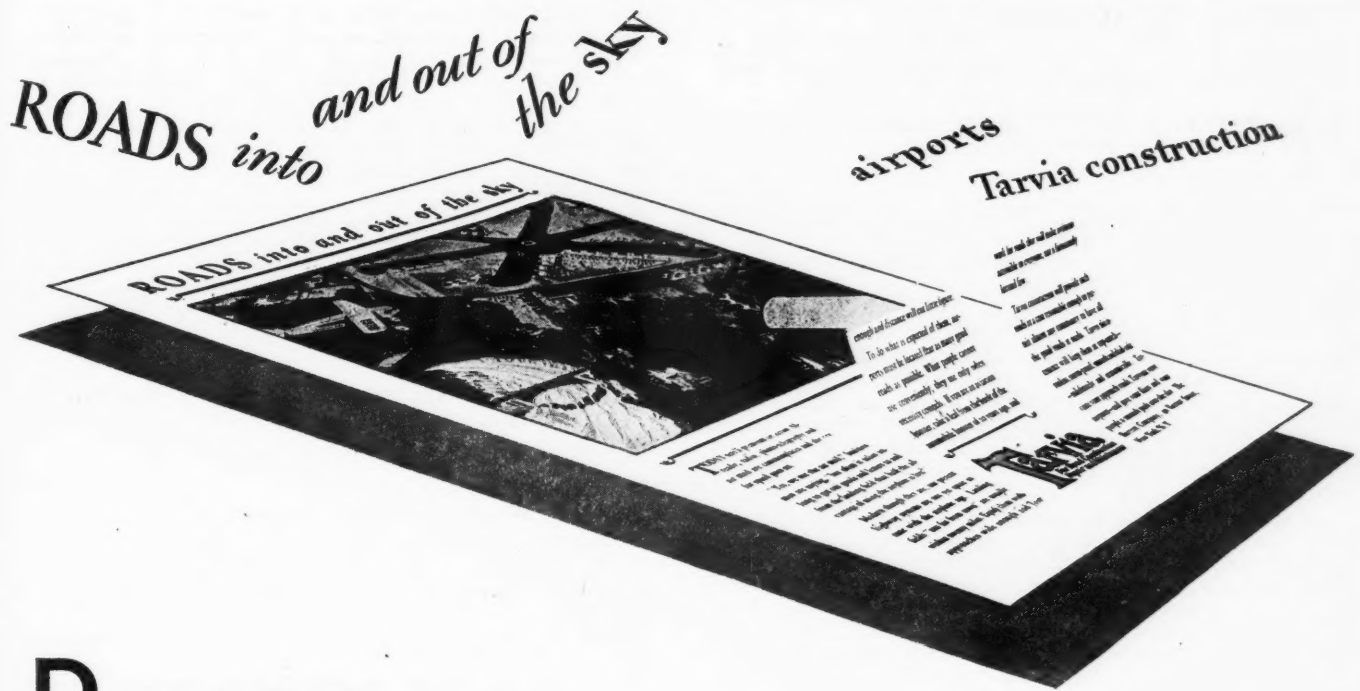
1010 Commonwealth Building, Des Moines, Iowa

Branch: Medical Arts Building, Burlington, Iowa

*Recognitions: ANPA; APA; AHMP.*

L. R. FAIRALL, President, Merchandising Director and Space Buyer. Ten years' general agency experience; prior to that with *Des Moines Register-Tribune* and other publications. C. L. DUDLEY, Vice-President. Three years in promotion work, five years' newspaper work in Iowa and Florida, three years' agency copy work. J. L. RUEBEL, Secretary and Space Buyer. Two years with promotion department of St. Louis newspapers; two years copy and research with St. Louis agencies. C. O. EFNOR, Account Representative. Twelve years' direct-mail and general advertising experience. Formerly with correspondence division of Montgomery Ward; formerly advertising manager with National Life Insurance Society. MERLIN ENABNIT, Art Director. Graduate of Cummins Academy of Fine Arts; eight years' agency and free lance art work. M. B. ALEXANDER, Space Buyer.

The services of this agency include general, financial, mail-order and agricultural advertising. It is equipped to place advertising through radio, business paper, direct-mail and publicity news service. Handles thirty accounts, the three oldest being Iowa State Fair and Exposition, Mid-Continent Petro-



# ROADS into the mind of the market

**I**MAGINATION—road builder extraordinary!

Inspired and guided by fact and experience, Imagination, expressing itself through plan, headline, picture, copy, is still the great builder of roads into the mind of the market.

The progressive advertising agency—hard-working, straight-thinking, business-trained—must and will employ Imagination in every phase of its service.

*The* **ERICKSON** *Co.*

NEW YORK CENTRAL BUILDING, 230 PARK AVENUE



**FAIRALL & CO.—(Continued)**

leum Corp. and Dodd & Struthers, and the largest Penick & Ford Sales Co.—Agricultural Division; Des Moines Silo Co.—Hog Feeders, etc.; Herring Wissler Co.—Automotive.

**H. W. FAIRFAX ADVERTISING AGENCY, Inc.**

521 Fifth Avenue, New York, N. Y.

Recognitions: ANPA; APA; AHMP.

**FARNSWORTH & BROWN, Inc.** Established 1921

2 West 45th Street, New York, N. Y.

Recognitions: ANPA; PPA; APA; AHMP.

FRANK W. FARNSWORTH, Chairman of Board. Twenty-eight years' advertising experience, much of it with J. Walter Thompson Co. and the Blackman Co. EDWARD B. BROWN, President. Twenty-six years in advertising; formerly service and production manager for Frank Seaman, Inc. JOHN J. HAGAN, Treasurer and Space Buyer. Fifteen years in advertising with Thomas F. Logan, Inc. and Barton, Durstine & Osborn. CECIL S. BAUMGARTEN, Secretary and Art Director. Nine years in advertising, with Ray D. Lillibridge, Inc., and Independent Art Service.

This agency is especially equipped to serve advertisers whose appropriations are of moderate size, and who place emphasis upon marketing, planning and sales promotion, rather than upon consumer advertising. It is well qualified by experience to diagnose marketing and sales promotion problems for smaller advertisers. Employs specialists in business paper and direct-mail advertising. Nineteen general accounts. Daisy Mfg. Co., C. J. Hamilton & Son and Daniel Green Felt Shoe Co. have been with the principals of this company for many years. The three largest accounts are Daniel Green Felt Shoe Co., King-Seeley Corp., and Daisy Mfg. Co.

**FARRAR ADVERTISING CO.**

930 Fulton Building, Pittsburgh, Pa.

Recognitions: APA; AHMP.

**FARRAR CO.**

1031 S. Broadway, Los Angeles, Cal.

Recognitions: APA; AHMP.

**FAXON, INCORPORATED**

Established 1891

1016 Wrigley Building, 400 No. Michigan Avenue, Chicago, Ill.

Member: ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

W. E. FAXON, President, Treasurer and Space Buyer. H. D. FAXON, Vice-President. R. M. LANGAN, Secretary. F. E. DUGGAN, W. L. RUBENS, W. WALKER, F. P. WAGENER, and J. R. MANNING, Space Buyers.

This agency, formerly Lewis H. Mertz & Sons, specializes in general, financial, technical, school, resort and mail-order accounts. It has specialists in business paper and direct-mail advertising. Kissproof, Inc., Smith Typewriter Sales Corp. and Continental Scale Works are the oldest of fifty accounts. The largest are Edna Wallace Hopper, Inc., Kissproof, Inc. and Smith Typewriter Sales Corp.

**FECHEIMER, FRANK & SPEDDEN, Inc.** Est. 1924

1224-30 Maccabees Building, Detroit, Mich.

Member: NOAB.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

S. M. FECHEIMER, President and Space Buyer. Fifteen years' advertising manager, Truscon Steel Co. E. G. FRANK, Vice-President, Treasurer and Space Buyer. Five years advertising manager Truscon Laboratories, Detroit; for six years manager of copy department Campbell-Ewald Co. R. G. SPEDDEN, Secretary, Merchandising Director and Space Buyer. Wide experience in advertising and merchandising.

An agency equipped to handle general, financial, technical and retail accounts. Employs specialists in direct mail advertising. Serves twenty-seven clients, the oldest of which are Truscon Steel Co., Chamberlain Metal Weather Strip Co. and Bull Dog Electric Products Co.

**FEDERAL ADVERTISING AGENCY, Inc.** Est. 1909

6 East 39th Street, New York, N. Y.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

ROBERT TINSMAN, President. Newspaper experience; seven years in charge of service department, *Dry Goods Economist*; twenty years' agency experience. G. G. GEISINGER, Vice-President. Thirty years' advertising and marketing experience, cov-

ering practically every kind of product. GUY GILPATRICK, Vice-President. In charge of copy. Five years an aviator; eleven years' agency experience. CARL KAUFMAN, Treasurer. Advertising manager; over twenty years' agency experience. F. E. NIXON, Secretary. Two years salesman, two years' department store experience; two years with *Dry Goods Economist*. Twenty years' agency experience. D. E. ROBINSON, Research and Merchandising Director. H. R. BAYLE and JOSEPH BECK, Space Buyers.

This agency is especially fitted for general, financial, technical, mail-order and motor accounts. Handles radio, business paper, outdoor and direct-mail advertising. Serves forty-one accounts, the oldest of which are American Safety Razor Corp., Strathmore Paper Co. and Bradley Knitting Co. The three largest accounts are Thomas A. Edison, Inc., H. J. Heinz Co. and Sinclair Consolidated Oil Corp.

**HARRY FEIGENBAUM ADVERTISING SERVICE**

1211 Chestnut Stret, Philadelphia, Pa.

Recognitions: APA; AHMP.

**FENSHOLT & ALLBRIGHT**

Established 1922

549 W. Washington Street, Chicago, Ill.

Recognitions: ANPA; PPA; ABP; AHMP.

A. H. FENSHOLT, Senior Partner and Space Buyer. Formerly sales manager of Kimble Electric Co., advertising manager Allen Bradley Co., secretary-treasurer of Automotive Electric Co. R. D. ALLBRIGHT, formerly assistant sales manager of Kimble Electric Co.

An agency specializing in general and technical accounts. Equipped to handle radio, business paper and direct-mail advertising. The oldest accounts are Allen Bradley Co., Belden Manufacturing Co., and Kimble Electric Co. The largest are Allen Bradley Manufacturing Co. and Jewell Electrical Instrument Co. Six accounts.

**RICHARD L. FENTON**

641 O'Farrell Street, San Francisco, Cal.

Recognitions: APA; AHMP.

**FERRY-HANLY ADVERTISING CO.** Established 1908

1110 Grand Avenue, Kansas City, Mo.

Branches: Chicago, Ill.; New York, N. Y.; Rock Island, Ill.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; APA.

WALLACE J. FERRY, President. Was associated with *Kansas City Star*. Has advertising writer experience. Advertising agency executive for eighteen years. C. P. HANLY, Vice-President. Eighteen years' experience on copy and sales plans and as agency executive. In sales work two years. Head of Chicago office seven years. JAMES E. STICKNEY, Secretary. With *Kansas City Star* twelve years. Agency officer and account executive eleven years. BRUCE B. BREWER, Treasurer. H. W. SCOTT, Space Buyer and Research and Merchandising Director, Kansas office. E. DODD, Space Buyer and Research and Merchandising Director, Chicago office. H. E. LEHMAN, Space Buyer and Research and Merchandising Director, New York office.

A well-organized agency giving service to approximately one hundred general accounts. Its three oldest are the Nonspi Co., Long-Bell Lumber Co. and H. D. Lee Mercantile Co. Among its largest are Johnson & Johnson, Phoenix Hosiery Co., Skelly Oil Co. and George E. Keith Co.

For further information see page 173.

**THE LAWRENCE FERTIG CO., Inc.** Est. 1923

150 Madison Avenue, New York City

Recognitions: ANPA; PPA; ABP; APA; AHMP.

ARCH GAFFNEY, Specialist in food and drug products. Formerly with *Butterick Publications*. MACGREGOR DAVIDSON, Merchandising Director. Has had experience mainly in the building, industrial and hardware fields. Previously with Moss-Chase and Paul Tease. ALEXANDER SLAVITT, Vice-President. Has had years of experience in the automotive and tobacco products fields. E. M. AHLSTRAND, Research Director. LEONARD ISEAR, Space Buyer.

This agency has a well-rounded and adequate staff representing almost every field of advertising and capable of serving any type of account. The agency employs specialists in publicity news service, radio, moving picture and direct-mail advertising and maintains two retail contacts which register the buying pulse of the public. It has twenty accounts, ranging



## SALES MANAGEMENT'S TEN TESTS ON WHICH FEDERAL INVITES THE ADVERTISER'S ATTENTION

- 1 *Experience*... Federal's account executives assemble specialized merchandising experience in foods, textiles, toilet goods, clothing, tobacco, business and home equipment, building materials, stationery goods, hardware, oils, automobiles, and musical instruments.
- 2 *Reputation*... Our clients, our competitors, and the publishers are our references for professional standing and responsibility.
- 3 *Organization*... Our organization includes seventy-five people trained to Federal methods, each department directed by a specialist of outstanding ability.
- 4 *Recognition*... Federal is a member of the American Association of Advertising Agencies, National Outdoor Advertising Bureau, Audit Bureau of Circulations and also duly recognized by Periodical Publishers Association (P.P.A.), Associated Business Papers, Inc. (A.B.P.), American Newspaper Publishers Association (A.N.P.A.), and Agricultural Publishers Association (A.P.A.).
- 5 *Record*... Federal has retained three out of the four accounts with which it began business twenty years ago. Eighty percent of Federal's clients have been with us from three years to twenty years.
- 6 *Terms*... Our "Terms of Agreement" defines our one-price way of doing business, and is fully in line with the best practice as defined by the established standards of the American Association of Advertising Agencies.
- 7 *Size*... Federal is large enough to secure every attention from publishers, but not so large as to permit its service ever to become factory-like. Our three-point contact is continuously efficient, comprising account executive, the copy writer, and the detail representative. Behind them the entire Federal staff for consultation as required.
- 8 *Age*... Federal is now in its twenty-first year, and feels its judgment is thoroughly seasoned by practical experience. It has learned the value of intelligent interpretation backed by thorough marketing knowledge. Our principals are men and women of acknowledged authority in their various fields.
- 9 *Policy*... Our policy is to take a creative interest in supplemental advertising, such as direct mail, which is so often essential to complete success. This is clearly defined in our "Terms of Agreement"—15% over actual cost for cuts, drawings, printed matter, etc.
- 10 *Contract*... The only contract we employ is our "Terms of Agreement" outlining the extent of our services, billing methods and the like, "subject to cancellation by either party at the end of twelve months by giving three months' notice in advance". It is so plain and fair that after years of operation it has never once led to any disagreement.

### HERE, THEN, ARE THE TEN TESTS...

suggested by this publication to which we heartily subscribe. To interested advertisers we suggest a visit and a check-up. No appointment necessary—drop in any day and see how we think and work. After all, it is only quality of thought and method of work that demonstrate one good agency's performance over another's. And that is how we want you to judge—

FEDERAL ADVERTISING AGENCY, INC., 6 EAST 39TH STREET, NEW YORK

**THE LAWRENCE FERTIG CO., Inc.—(Continued)**

in size from \$750,000 to \$50,000 per year. Its three oldest clients are C. G. Gunther's Sons, Jacobs Bros. Co., Inc., Detecto Scales and Terri, Inc. The three largest are Metro-Goldwyn-Mayer, Wise Shoe Co. and Locomobile Co. of America.

**THE FIELD ADVERTISING SERVICE** Est. 1914  
503-507 Lumber Insurance Building, Indianapolis, Ind.  
*Recognitions: ANPA; APA; AHMP.*

V. ERNEST FIELD. Ten years with Bobbs-Merrill Publishing Co. RALPH G. ELVIN. Formerly with Russell M. Seeds Advertising Agency, the Prest-O-Lite Co. Space buying and research work is handled by the two principals.

An agency especially fitted for general and financial advertising. Serves nineteen accounts, the oldest being Noblesville Milling Co., National Map Co. and Associated Lumber Mutuals. The three largest accounts are Associated Lumber Mutuals, Central Manufacturers' Mutual Insurance Co. and National Map Co.

**W. B. FINNEY ADVERTISING COMPANY** Est. 1915  
1737 McGee Street, Kansas City, Mo.

*Recognitions: ANPA; ABP; APA; AHMP.*

M. J. BARRONS, President and Treasurer. Newspaper and agency work continuously for the past thirty years. C. D. WING, Vice-President and Space Buyer. Printing and agency work continuously for the past eleven years. OTTO GRASSE, Secretary and Space Buyer. Newspaper and agency work continuously for the past twenty-five years.

This agency is well qualified by experience and organization to handle general, financial, technical, school, resort, mail-order and poultry farm accounts. It employs specialists in radio, business paper, outdoor, moving picture and direct-mail advertising and publicity news service. Serves fifty accounts, the oldest of which are Witte Engine Works, Ennis-Hanly Blackburn Coffee Co. and Sweeney Automobile & Electrical School. The three largest accounts are Witte Engine Works, Kansas City Public Service Co. and National Protective Insurance Association.

**FISHER-WILSON ADVG. AGENCY** Established 1904  
1627 Locust Street, St. Louis, Mo.

Branch: Morris Building, Philadelphia, Pa.

Member: AAAA; NOAB.

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

H. R. WILSON, President and Treasurer. Eight years' advertising experience. W. N. ELY, JR., Vice-President, Philadelphia. L. LEVICK HARRISON, Vice-President, Philadelphia. S. T. PHELAN, Secretary, St. Louis.

An agency handling a large number of accounts in varied lines of business.

**FITZGERALD ADVG. AGENCY, Inc.** Est. 1926  
Southern Building, 833 Howard Avenue, New Orleans, La.

Member: AAAA; NOAB.

*Recognitions: ANPA; APA; AHMP.*

CLIFFORD L. FITZGERALD, President. Six years' advertising agency experience. JOE L. KILLEEN, Vice-President and Secretary. Thirteen years' experience with agencies and national advertisers. JOSEPH H. EPSTEIN, Vice-President. Formerly feature writer and newspaper advertising manager; two years' advertising agency experience. F. SANTRY REED, Research Director. Formerly assistant research director of the J. Walter Thompson Co., and on the faculty of Tulane University College of Commerce. CHARLES D. MULLER, Merchandising Director. Manager of newspaper for nine years; in charge of merchandising department; three years with Lever Brothers, southern division advertising. T. BEVERLY MOODY, Space Buyer. Fourteen years' sales and business experience; three years' advertising agency experience.

This agency is well qualified by experience and organization to serve any type of account. It represents clients whose assets total over five hundred and twenty million dollars and whose advertising appropriations for 1929 amount to more than a million dollars. Letters from ten clients speak highly of the services rendered by the agency, stressing market analysis, planning, copy and illustration. It is equipped to service general, radio, outdoor and direct-mail advertising. Handles twenty-five accounts, the oldest being American Coffee Co., Gulf Crushing Co. and O. K. Storage & Transfer Co. The largest are City of New Orleans National Advertising Campaign, Pan-American Petroleum Corp., Inc., and Gulf Crushing Co.

**FLAGLER-THORN-McCUAIG, Inc.** Established 1915  
73 West Eagle Street, Buffalo, N. Y.

*Recognitions: ANPA; APA; AHMP.*

C. B. McCUAIG, President and Space Buyer. Seventeen years in advertising work; formerly advertising manager for industrial manufacturer, copy chief and manager of advertising agency. Operated his own agency under the name of C. B. McCuaig, Inc. for two and one-half years. RALPH THORN, Vice-President and Space Buyer. Twenty-nine years in newspaper work as reporter, assistant city editor, Sunday editor, news editor and state editor; one year in advertising agency work. MORSE I. FLAGLER, Secretary, Treasurer and Space Buyer. Eleven years' advertising experience. Manager for four years of De Forest Porter Advertising Service, Inc. Merchandising and Research are directed by the three principals.

This agency, formerly De Forest Porter Advertising Service, Inc., is especially fitted for general, technical, school, resort, mail-order and direct selling advertising. Employs specialists in radio, business paper, outdoor and direct-mail advertising and publicity news service. Handles forty-one accounts, the three largest of which are Citizens' Safe Deposit Co., Gino Pill Co., Inc. and J. A. Webb Belting Co., Inc. The three oldest accounts are R. W. Bixby, Inc., Ford Hotel and A. F. Meyer & Sons Co.

**PAUL A. FLORIAN ADVG. AGENCY** Est. 1921  
105 W. Adams Street, Chicago, Ill.

*Recognitions: PPA; ABP; APA; AHMP.*

PAUL A. FLORIAN, Space Buyer. J. H. WEDELL, Space Buyer. LEON MORGAN, Space Buyer.

An agency especially fitted for general, technical and business paper advertising. Handles twelve accounts. The oldest are The American Well Works, M. Klein & Sons and Faultless Caster Co. The largest are Hess Warming & Vent. Co., M. Klein & Sons and Bruce-Cellized.

**RICHARD A FOLEY ADVERTISING AGENCY, Inc.**  
1600 Arch Street, Philadelphia, Pa.

*Recognitions: ANPA; APA; PPA; AHMP.*

**FONDA-HAUPT COMPANY, Inc.** Established 1916  
286 Fifth Avenue, New York, N. Y.

Member: AAAA; ABC.

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

DOUW H. FONDA, President, Treasurer, Merchandising Director and Space Buyer. C. F. DOHERTY, Vice-President and Secretary.

The agency is especially fitted for general, school and resort accounts. Equipped to service radio, business paper and direct-mail advertising. Twenty-seven accounts. The three oldest are Benjamin & Johnes, Clipper Belt Lacer Co. and William Bloom & Co. The largest are Benjamin & Johnes, Clipper Belt Lacer Co., Griswoldville Mfg. Co. and Daniel Hays Co.

**FOREIGN ADVG. & SERVICE BUREAU, Inc.** Established 1906  
875 Sixth Avenue, New York City

Branches: 2842 Grand Boulevard, Detroit, Mich.; 53-54 Haymarket, London, England; Praca Marechal Floriano 7, Rio de Janeiro, Brazil; Calle Lavalle 1268-70, Buenos Aires, Argentine.

MAURICE PERLES, President. D. H. RUSSELL, Vice-President, Treasurer and Space Buyer. LOUIS D. RICCI, Vice-President. J. L. ROBERTSON, Secretary.

This agency serves thirty-three accounts in a wide diversity of fields but devotes particular attention to foreign advertising, in which it has had substantial experience. Its three oldest clients are Westinghouse Electric Int'l. Co., Kermath Mfg. Co. and Champion Spark Plug Co. Its largest are the Standard Oil Co. of New Jersey, Westinghouse Electric Int'l. Co. and Chrysler Sales Corp.

**FOSTER & DAVIES, Inc.** Established 1922  
2116 Keith Building, Cleveland, Ohio

Branch: 839 Graybar Building, New York, N. Y.

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

F. C. FOSTER, President and Merchandising Director. For twenty years with General Electric Co. in the merchandising division, and sales manager, Buckeye Division, National Lamp Works of General Electric. For several years sales manager Laundryette Mfg. Co., directing advertising.

MAXTON R. DAVIES, Vice-President and Treasurer. Has had wide experience in newspaper work, trade paper publishing and

A   S o u t h e r n   O r g a n i z a t i o n   N a t i o n a l   I n   S c o p e



# WHY

## We Made A Survey Of SOUTHERN MARKETS



One thousand copies of the summary of this survey will be published in book form. They will come from the press the latter part of September and will bear the imprint of this agency. We shall be glad to send copies to manufacturers, to publishers and to advertising agents interested in knowing the South. The cost of each copy will be six dollars.

The new South...rapidly progressing, vigorously building...presents problems peculiar to itself. Problems that test the ability of the sales manager and challenge the knowledge of sales strategists.

To succeed in the South you must know *where* and *how* to go. Smooth-running arteries of trade, sharply defined, lead through miles of plantations and truck farms, past lumber camps and mines, into bustling metropolitan centers...loyal, profitable markets!

And because this agency insists that advertising must work with merchandising to produce results, taking facts for its basis, we determined to chart these channels of trade...to mark the beaten paths and put warning signals by the blind alleys.

Our research department, under the direction of F. Santry Reed, Professor of Marketing at Tulane University, has completed a survey of Southern markets which is concise and determinate...an accurate and businesslike report of an important problem.

This organization, with agency affiliations in New York and Chicago, is in a position to render complete national service. Its seven specialized departments are offering advertising service that is new to the South. We feel that we have some unusually interesting things to discuss with manufacturers marketing in the Southern States and Central and South America.

## FITZGERALD ADVERTISING AGENCY

I N C O R P O R A T E D

S O U T H E R N   B U I L D I N G  
N E W   O R L E A N S

M e m b e r s   A .   A .   A .   A .   a n d   N .   O .   A .   B .



**FOSTER & DAVIES, Inc.—(Continued)**

as advertising manager for a company having 7,000 dealers. Formerly with nationally-known Chicago and New York agencies, also handled many important national accounts in Detroit and Cleveland, including automobiles, tires, motors, axles, springs and equipment, stoves, farm equipment, department store specialties, beverages, clothing, electrical appliances, marine motors, furniture, etc. MAXTON R. DAVIES, JR., Research Director. H. G. HILL, Space Buyer.

This agency is one of the best and serves general, financial and technical accounts. It employs specialists in radio, business paper and direct-mail advertising. Handles twenty-three accounts, the three oldest of which are Guardian Gas Appliance Co., The Midland Steel Products Co. and The Warm Air Furnace Fan Co. The three largest accounts are National Lamp Works of General Electric Co., Noma Electric Corp. and The Miller Co.

**FOX & MACKENZIE**

Established 1922

1214 Locust Street, Philadelphia, Pa.

Member: ABC.

Recognitions: ANPA; APA; AHMP.

J. B. MACKENZIE, President. W. A. Fox, Secretary and Treasurer and Space Buyer. C. T. MILLER. H. O. CLAYBERGER. E. REIMER, Space Buyer.

This agency serves twenty general accounts. The three oldest are Sterling Range & Furnace Corp., Bethlehem Textiles Co. and Stationers' Guild of America.

**ALBERT FRANK & COMPANY**

165 Broadway, New York, N. Y.

Branches: 134 So. La Salle Street, Chicago; 507 Montgomery Street, San Francisco; 12th and Jefferson Streets, Portland, Me.; Sansom and 16th Streets, Philadelphia; 11 Avery Street, Boston; 10th and Flower Streets, Los Angeles; Lloyd Building, Seattle; 5 New Bridge Street, London, Eng.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

FRANK J. REYNOLDS, President and Treasurer. LLOYD B. MYERS, First Vice-President. LOUIS H. STROUSE, Secretary. JAMES MCKAY, Assistant Treasurer. GEORGE BORST, Assistant Secretary. JOHN H. SCHWARTING, Vice-President and Space Buyer. J. BARTLETT HYDORN, Vice-President, Research Director and Merchandising Director. W. FRANK MCCLURE, Vice-President. ROBERT J. HERTS, Vice-President. W. W. CRAIG, Vice-President. E. W. KIMMELBERG, Vice-President. GEORGE BORST and GEORGE L. FOSTEL, Space Buyers.

This agency is an outstanding leader in financial accounts, of which it handles a very large number. It has an adequately manned staff of research and merchandising experts and is equipped in every sense of the word for the best of service along production lines, art and copy. Employs specialists in radio, outdoor and direct-mail advertising and publicity news service.

**FRANKLIN ADVG. CORPORATION**

Est. 1919

246 Fifth Avenue, New York, N. Y.

Recognitions: PPA; ABP; APA; AHMP.

M. FRANKLIN BRUCK, President and Founder. Formerly seven years with Hearst publications; four years' experience with street car advertising. N. I. JURIN, Space Buyer.

An agency specializing in mail-order, school and resort advertising. Handles twenty-two accounts, the oldest and largest of which are Federal Mail Order, Ogilvie Publ. Co. and North American Accident Insurance Co.

**FREEZE-VOGEL-CRAWFORD, Inc.**

Established 1927

441 Broadway, Milwaukee, Wis.

Branches: 308 Pine Street, Green Bay, Michigan; 333 No. Michigan Avenue, Chicago.

Member: NOAB.

Recognitions: ANPA; PPA; ABP; AHMP.

CHESTER D. FREEZE, President. Formerly traveling supervisor for Phoenix Mutual Life Insurance Co.; sales manager for large national manufacturer; with The Curtis Publishing Co. as representative for *The Saturday Evening Post*. One of the executives of Olson & Ensinger; later president of the Koch Co., Milwaukee. HUGO C. VOGEL, Vice-President and Treasurer. Several years' experience in the manufacturing business in various administrative capacities, following which he spent two years in the building and investment fields. Agency experience as contact man prior to the formation of

Freeze & Vogel. H. M. LANDGRAF; Secretary and Merchandising Director. Specializes in industrial accounts. Formerly in editorial departments of Milwaukee and Chicago newspapers; later with large publishing house and advertising agency. Court reporter with *Milwaukee Sentinel*, director of advertising for Chain Belt Co., Joined Hannah-Crawford, Inc., in 1922 as vice-president, and has since been directing the advertising of some outstanding machinery manufacturers in this section. EDWARD F. ZEISIG. Four years advertising manager for Harnischfeger Corp., Milwaukee; three years advertising manager of Line Material Co.; four years account executive with Hannah-Crawford, Inc., specializing in industrial advertising. E. J. SCHICKEL, Research Director and Space Buyer.

This agency was formed by a consolidation with Hannah-Crawford, Inc. It specializes in general, financial and technical accounts. Equipped for radio, business paper and direct-mail advertising. Handles sixty-four accounts, the three oldest being Flax-li-num Insulating Co., Allis-Chalmers Mfg. Co. and The Heinn Co. The largest accounts are Allis-Chalmers Mfg. Co., Flax-li-num Insulating Co. and Milwaukee Corrugating Co.

**FREITAG ADVERTISING AGENCY**

Established 1919

McGlawn Bowen Building, Atlanta, Ga.

Recognitions: APA; AHMP.

JOSEPH V. FREITAG, President. Engaged in advertising business in Atlanta twelve years. Formerly advertising manager of Norris Exquisite Candies; sales manager of Eiseman's (men's wear), Atlanta; prior to that in the printing ink business in New York. L. M. FREEMAN, Secretary and Space Buyer.

**CHARLES DANIEL FREY COMPANY**

Est. 1911

333 North Michigan Avenue, Chicago, Ill.

Members NOAB; ABC.

Recognitions: ANPA; PPA; APA; AHMP.

CHARLES DANIEL FREY, President, Treasurer and Merchandising Director. JOHN J. LOUIS, Vice-President, Secretary and Merchandising Director. A. M. STEWART, Assistant Secretary and Treasurer. FRIEDA JACOBSON, Research Director. R. G. TIMMERMAN and E. T. BURNHAM, Space Buyers.

This agency is well qualified to handle general, technical, financial, school, resort and mail-order accounts. It employs specialists in publicity news service, radio, business paper, outdoor, moving picture and direct-mail advertising. The three oldest accounts are Crane Co., S. Karpen & Bros. and The Atlas Portland Cement Co. The largest are Crane Co., S. C. Johnson & Son and S. Karpen & Bros. Fourteen accounts.

**FREYSTADT-JURASCHEK, Inc.**

Established 1926

17 East 49th Street, New York, N. Y.

Recognitions: ABP; APA; AHMP.

FRANCIS JURASCHEK, President and Space Buyer. Eight years' mining and mechanical engineering experience; twelve years' advertising experience, mostly on industrial accounts. EVERETT M. FREYSTADT, Vice-President and Treasurer. Fifteen years' experience as sales engineer; in construction, gas engine and special automatic machinery fields; agency principal for three and one-half years. G. P. SCORSO, Space Buyer.

This agency is equipped to handle technical accounts and any general account that has as its basis a piece of mechanical equipment. Employs specialists in radio, business paper and direct-mail advertising. Serves fourteen accounts, all industrial in character, the three oldest of which are The Moto Meter Co. (Industrial Thermometer Div.), American Machine & Foundry Co. and Palmer Bros. Engines, Inc. The largest are Wickwire Spencer Steel Co., Manning, Maxwell & Moore, Inc. and American Machine & Foundry Co.

**FRIEND ADVERTISING AGENCY**

171 Madison Avenue, New York, N. Y.

Recognitions: ANPA; APA; AHMP.

**FRIEND-WIENER-DONOHUE ADVG. CO., Inc.**

Est. 1922

Woolworth Building, New York, N. Y.

Recognitions: ANPA; APA; AHMP.

MITCHELL E. FRIEND, President. ERNEST H. WIENER, Secretary, Treasurer and Space Buyer.

An agency specializing in general and financial advertising. Serves twelve accounts.

# What can an agency say *about itself?*

A great deal. Too much, perhaps. Patting one's self on the back is not considered quite sporting. But this agency seems to have earned a certain esteem among its clients. It may be on account of those qualities which you would seek. You know by instinct and experience what they are. In addition to a high standard of business morals and seasoned training, the evidence shows our successful accomplishments in the following fields.

SHOES

BUILDING MATERIALS

HOSIERY

MACHINERY

UNDERWEAR

PAPER

TOILET GOODS

FARM IMPLEMENTS

FOODS

WORK GARMENTS

OILS

PAINT

STEEL EQUIPMENT

MUNICIPALITIES

AND FURNITURE

CIGARS

LUMBER

CONTAINERS

## FERRY-HANLY

A D V E R T I S I N G   C O M P A N Y

*New York • Chicago • Kansas City • Rock Island*

**FRIEND-WIENER-DONOHUE ADVG. CO., Inc.—**  
(Continued)

This agency renders service on general, financial, mail order, automotive and building material accounts. It has specialists in direct-mail advertising and publicity news service. Serves eleven accounts, the oldest and largest of which are Wofford Oil Co., Seaboard Oil Co. and Georgia Casualty Co.

**FRIZZELL ADVG. AGENCY, Inc.** Established

633 Palace Building, Minneapolis, Minn.  
Branch: 305 Oppenheim Street, St. Paul, Minn.

Recognitions: ANPA; ABP; APA; AHMP.

FREDERICK L. FRIZZELL, Merchandising Director and Space Buyer. A. E. FRIZZELL, F. K. BRODERICK, Space Buyers.

An agency serving eighty-seven accounts, general, technical, school, resort and mail-order. Employs specialists in radio and direct-mail advertising.

**LOUIS H. FROHMAN** Established 1923  
10 East 40th Street, New York, N. Y.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

LOUIS H. FROHMAN, formerly engaged in commodity sales, creative work, direct-mail; advertising manager. WILLIAM F. CLIFFORD, Advertising manager, assistant to advertising manager of the U. S. Rubber Co., member of the copy staff of J. Walter Thompson Co. DONALD S. WILSON, Merchandising Director. Assistant sales manager; assistant account executive, George Batten Co. The account executives are in charge of space buying.

Manufacturers seeking the best of counsel and close personal service from competent agency and merchandising executives will surely want to consider this agency especially for general, architectural, building and home accounts. Serves eighteen clients, the oldest of which are American Academy of Dramatic Arts, Isotta Motors and Robert C. Reeves Co. The three largest accounts are Dubois Fence & Garden Co., William F. Wholey Co. and Hammacher-Schlemmer & Co.

**HARRY M. FROST CO., Inc.**

260 Tremont Street, Boston, Mass.

Recognitions: ANPA; APA; PPA; AHMP.

**PERCIVAL K. FROWERT CO., Inc.** Established 1901  
250 Park Avenue, New York, N. Y.

Member: ABC.

Recognitions: ANPA; PPA; APA; AHMP.

PERCIVAL K. FROWERT, President. ROBERT L. CUSICK, Vice-President and Research Director. C. L. REED, Secretary and Treasurer. HENRY T. SIMS, Assistant Treasurer. NATHAN S. PARSONS, Merchandising Director. FRANK W. MCGUIRK, Space Buyer. DENNIS O'SULLIVAN, Assistant Space Buyer.

This agency specializes in general accounts and in advertising luxuries. It places the advertising for toilet articles merchandised through 58,000 drug stores. Employs specialists in publicity news service, radio and direct-mail advertising. Handles twenty-five accounts.

**FULLER & SMITH** Established 1907

1501 Euclid Avenue, Cleveland, Ohio

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

A. L. BILLINGSLEY, President. Sixteen years in banking, publishing and agency work. CLARENCE L. MADDEN, Vice-President. Formerly in newspaper and editorial work, sales and advertising; nineteen years in agency work. PATRICK W. MURPHY, Secretary and Treasurer. Twenty years' agency experience. E. J. ALEXANDER, Research Director and Space Buyer. S. D. MAHAN, Merchandising Director. C. V. GILBERT, Space Buyer.

An agency serving seventeen accounts, general, financial and technical, the three oldest of which are American Multigraph Sales Co., Hotels Statler Co., Inc., and Willard Storage Battery Co. The largest are Westinghouse Electric & Manufacturing Co., Willard Storage Battery Co. and Hotels Statler Co., Inc. Employs specialists in radio, business paper and direct-mail advertising.

**J. JAY FULLER ADVG. AGENCY** Est. 1923  
McKinley Building, Buffalo, N. Y.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

J. JAY FULLER, President. Representative of Associated Press, Southern New York; sales manager and vice-president, Roy-

crofters, East Aurora. H. A. LANEY, Vice-President. Formerly with Ford Co., John I. Laney Printing Co. and the Atterbury Motor Co. N. E. FORGIE, Secretary and Treasurer. Formerly with Wilkinson-Forgie Co., Rochester, and the Upson Co., Lockport. MALCOLM L. BARNEY, Vice-President. Formerly with City Trust Co., Buffalo, and E. H. Rollins & Sons, New York City, and National Association of Iron & Bronze Mfrs. CARLETON H. DAVIS, Research Director. CLAIRE E. GRAY and GORDON E. WHITBECK, Space Buyers.

The policy of this agency is to render an intensive, continual, shoulder-to-shoulder contact with clients in central and western New York and Northern Pennsylvania. In addition to handling general accounts it is departmentalized for the special handling of financial, technical, mail-order and real estate accounts. The agency employs specialists in radio, business paper and direct-mail advertising. It handles forty accounts, the three oldest being Atterbury Motor Car Co., Lewis Mitchell (real estate) and Buffalo General Laundries, Inc. The largest are Houde Engineering Corp., Federal Radio Corp. and Automatic Transportation Co.

**GALE & PIETSCH, Inc.** Established 1927  
333 North Michigan Avenue, Chicago, Ill.

Recognitions: ANPA; PPA; APA; AHMP.

A. L. GALE, President; WALTER G. PIETSCH, Vice-President and Treasurer; GEO. A. HAMILTON, Secretary; M. A. KANEALY, Space Buyer.

This agency handles eighteen general accounts, the three oldest of which are the Chicago Mercantile Exchange, Burgmeier Book Bindery, and Farm Insurance Committee. The three largest accounts are the National Board of Fire Underwriters, Baird & Warner, and Tile & Mantle Contractors' Association of America.

**GARDINER & WELLS CO., Inc.** Established 1913  
2 Park Avenue, New York City

Recognition: ANPA; PPA; APA; AHMP.

A. J. WELLS, President. Experienced as salesman, publisher, and advertising agent. A. W. HUTAF, Vice-President. Outdoor advertising and agency experience covering twenty years. FREDERICK JORDAN, Vice-President. JOSEPH H. WEINBERG, Secretary and Treasurer. Twenty years' agency and financial experience. D. WOLFE, Space Buyer.

**WM. RAY GARDINER CO., Inc.**  
9 East 40th Street, New York, N. Y.

Recognitions: ANPA; AHMP.

**GARDNER ADVERTISING CO.** Established 1900  
1627 Locust Street, St. Louis, Mo.

Branches: 1 Pershing Square, New York City; 501 United Building, Akron, Ohio

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

H. S. GARDNER, President. F. M. ORCHARD, Vice-President. H. L. SPOHN, Vice-President. H. R. BAKER, Vice-President. E. R. GARDNER, Secretary and Treasurer. W. B. CRAGIN, Jr., Merchandising Director. F. H. KENKEL and E. A. W. SCHULENBERG, Space Buyers.

This agency handles forty-one accounts, the three oldest being Cooper Wells & Co., Frisco Lines, and Ralston Purina Co. The three largest accounts are Pet Milk Co., Ralston Purina Co., and Timken Roller Bearing Co. Especially fitted for general accounts.

**ELLIS T. GASH & CO.**

840 N. Michigan Avenue, Chicago, Ill.

Handles the advertising of the Munising Paper Co. and several other national accounts. Mr. Gash, the president, is experienced in all branches of selling and advertising and has a competent and closely-knit staff.

**GEARE, MARSTON and PILLING, Inc.** Est. 1928  
1600 Arch Street, Philadelphia

Branch: Graybar Building, New York City

Member: NOAB.

Recognitions: ANPA; PPA; APA.

NORMAN W. GEARE, President. Eighteen years' experience in various branches of the advertising and selling fields. C. HAROLD MARSTON, Vice-President and Secretary. Twelve years' experience in advertising agency. J. ROSS PILLING, Vice-President and Treasurer. For sixteen years in selling field, one year in advertising agency. Has financial experience.



**HARRY L. WARREN**, Research Director. **VERNON SMITH**, Merchandising Director. **GEORGE HAEFEKER**, Space Buyer.

An agency handling twenty-two accounts. Three oldest are: Insurance Co. of North America, Stead & Miller Co., Globe Ticket Co. The three largest are: Insurance Co. of North America (Fire and Marine Insurance), Largman, Gray Co. (Blue Moon Silk Stockings) and Robert H. Foerderer, Inc., (Vici Kid). The working plan of this agency provides for general, financial, technical, women's wear, food and hardware accounts and call for specialists in radio, business paper, outdoor and direct-mail advertising as well as publicity news service.

**D. W. GEER CO.**  
190 Main Street, Oshkosh, Wis.  
Recognitions: *APA; AHMP.*

**HARRY R. GELWICKS CO., Inc.**  
5 Court Square, Long Island City, N. Y.  
Recognitions: *ANPA; APA; AHMP.*

**GENERAL, Inc.**  
Inland Bank Building, Indianapolis, Ind.  
Recognitions: *ABP; APA.*

**M. J. Woods**, President. Seven years' experience in newspaper work and as advertising and sales promotion manager for national advertisers; eight years' agency experience. **C. W. MACKELFRESH**, Vice-President. Advertising manager of a retail store for three years; three years in agency work. **JOHN J. BRANDON**, Merchandising Director.

An agency particularly well adapted to handle technical (especially automotive), general, and mail-order accounts and advertise effectively through radio, business papers, direct-mail and publicity news service. Serves fifteen accounts, the three oldest of which are Richmond School Furn. Co., Geo. R. Carter Co. and Lincoln Mfg. Co. The largest are Rex Mfg. Co. and Guarantee Tire & Rubber Co.

**GEYER CO.** Established 1912  
Third National Building, Dayton, Ohio  
Branch: 2102 N. Y. Central Building, New York City  
Member: *NOAB; ABC.*  
Recognition: *ANPA; PPA; ABP; APA; AHMP.*

**B. B. GEYER**, President and General Manager. Was formerly director of Winters National Bank & Trust Co., and Central Dayton Investment Co., and vice-president Dayton Research Assn. **E. G. FROST**, Vice-President. Previously with Davis Sewing Machine Co. and J. Horace Lytle Co. **R. E. COWDEN**, Secretary. Member of Craighead, Cowden & Smith, law firm. **J. R. KUNZ**, Treasurer Public Accountant. **R. C. DUNKEL**, Research Director; **L. L. HILL**, Merchandising Director; **C. J. SPENGLER**, Space Buyers.

Handles thirty-three accounts of which Dayton Rubber Mfg. Co., Comer Mfg. Co., and American Products Co. are oldest. Three largest are Frigidaire Corp., United Reproducers Co. and American Products Co. Specializes in radio, business paper, outdoor and direct-mail advertising, also publicity news service. Is especially fitted for general, technical, school, resort, mail-order, and association accounts.

**L. S. GILLHAM COMPANY** Established 1919  
1031 South Broadway, Los Angeles, Cal.  
Member: *AAAA.*  
Recognitions: *ANPA; PPA; ABP; APA; AHMP.*

**L. S. GILLHAM**, Vice-President and Service Manager. For sixteen years head of an agency bearing his name in Salt Lake City and Los Angeles. **D. W. CUMMINGS**, Account Executive. **H. C. FIESTER**, Account Executive. Formerly manager of advertising agency at Boise, Idaho. **W. R. MATHEWS**, Production Manager. **WAYNE CASTLE**, Space Buyer. **GLADYS SAMSON**, Cashier.

This agency is affiliated with the Hamman Advertising Organization, Inc., and The Lelan Advertising Agencies, Inc. Its activities include general, financial, technical, industrial and transportation accounts. Serves ten clients, the oldest of which are Monolith Portland Cement Co., Ambassador Hotel Corp. and Los Angeles Steamship Co. The largest are Los Angeles Steamship Co., Los Angeles and Salt Lake R. R. Co. and Monolith Portland Cement Co.

**GLASER & MARKS, Inc.**  
230 Boylston Street, Boston, Mass.  
Recognitions: *ANPA; APA; PPA; AHMP.*

**GLOBE ADVERTISING AGENCY, Inc.**  
17 S. Main Street, S. Norwalk, Conn.  
Recognitions: *APA; AHMP.*

**GOLDMAN ADVERTISING SERVICE**  
1270 Broadway, New York, N. Y.  
Recognitions: *ANPA; AHMP.*

**GOLDSMITH CO.** Established 1909  
17 Academy Street, Newark, N. J.  
Recognition: *ANPA; APA; AHMP.*

**W. LEWIN**, Research Director. **H. C. WILSON**, Merchandising Director. **L. F. HERMAN** and **H. R. LEVY**, Space Buyers. This agency handles eighty accounts. It is especially fitted for general, financial, school, resort, mail-order, retail stores and real estate advertising. Employs specialists in radio and direct-mail advertising.

**H. C. GOODWIN, Inc.** Established 1919  
Rochester, N. Y.  
Branch: New York City  
Recognitions: *ANPA; PPA; ABP; APA; AHMP.*

**H. C. GOODWIN**, President. Former newspaper man. Twenty years' sales and advertising experience together with agency work in all its branches. **A. T. STEWART**, Treasurer. Five years advertising manager, Rochester Stamping Co.; ten years treasurer of H. C. Goodwin, Inc. **A. T. JONES**, Secretary. Four years stenographer in advertising department; ten years secretary, H. C. Goodwin, Inc. **H. C. GOODWIN**, Merchandising Director.

They handle thirty accounts. Their three oldest are the Taylor Instrument Companies, Huther Bros. Saw Mfg. Co. and Josiah Anstice Co. Their three largest accounts are the Taylor Instrument Companies, Dunn & McCarthy Co., Inc., and Kellogg Mfg. Co. They have specialists in radio, business paper, and direct-mail advertising and are especially fitted for general and technical accounts.

**PHIL GORDON AGENCY** Established 1926  
323 N. Michigan Avenue, Chicago, Ill.  
Recognitions: *PPA; ABP; APA; AHMP.*

**PHIL GORDON**, President. Fifteen years in agency work; office manager of a clothing store and sales manager for an overall manufacturer, both located in Cincinnati; **R. BAER**, Vice-President; **S. GORDON**, Secretary and Treasurer; Merchandising Director. **PHIL GORDON**, **G. PEDERSEN** and **M. FABER**, Space Buyers.

The agency handles thirty accounts of which the three largest and oldest are the John A. Hertel Co., Packard Shirt Mfg. Co., J. B. Simpson, Inc. Specializes in general and mail-order accounts.

**GOTHAM ADVERTISING CO.** Established 1908  
114 Liberty Street, New York City  
Recognition: *ANPA; ABP; APA; AHMP.*

**WILLIAM MENKEL**, Research Director. This agency has an intimate knowledge of marketing conditions throughout the world and is prepared to give counsel and services to American firms seeking to market their products abroad. It is in constant contact with associate agencies and representatives in Europe, South America, the Near East and the Orient.

**GOTTSCHALT-HUMPHREY, Inc.** Established 1922  
419-423 Palmer Building, Atlanta, Ga.  
Recognitions: *PPA; APA; AHMP.*

**ALLAN C. GOTTSCHALDT**, President. **WARREN A. HUMPHREY**, Vice-President. **N. DEWITT FARRAR**, Secretary. **MISS MARGARET ANDERSON**, Space Buyer.

An agency very well experienced to serve general accounts. At present handles thirty-five, the three largest of which are: Florida State Celery Assn., National Fruit Flavor Co. and Tennessee Furniture Corp.

**M. P. GOULD CO., Inc.** Established 1896  
450 Fourth Avenue, New York City  
Member: *AAAA; NOAB; ABC.*  
Recognition: *ANPA; PPA; ABP; APA; AHMP.*

**MAURICE P. GOULD**, President and Treasurer. **MAURICE S. GOULD**, Vice-President. **MISS E. V. CRANE**, Space Buyer and Research Director.

**M. P. GOULD CO., Inc.—(Continued)**

Twenty accounts. Three oldest are: Horton Mfg. Co., Saratoga State Waters Corp., Meccano Co., Inc. Three largest are: Thinc Products, Inc., Horton Mfg. Co., E. Frederics, Inc. This agency specializes in general, drug store and toilet goods accounts.

**THE GOULSTON CO., Inc.**

18 Tremont Street, Boston, Mass.

Recognitions: *APA; AHMP.*

**GRACE & HOLLIDAY**

Established 1922

628 Fisher Building, Detroit, Mich.

Branch: 366 Madison Avenue, New York City

Member: *NOAB.*

Recognition: *ANPA; PPA; ABP; APA; AHMP.*

EDWARD R. GRACE, President and Treasurer. Sixteen years of advertising, selling and publication experience. C. A. PACKARD, Vice-President. Fifteen years' experience. W. K. ZIEGFELD, Vice-President. Eight years' experience. CLAYTON A. EDDY, Secretary. Twenty years' experience. MISS LOUISE C. GRACE, Space Buyer, Research Director.

Handles twenty accounts. Three oldest clients are Continental Motors, Pittmans & Dean, Ainsworth Manufacturing Co. Three largest, Continental Motors, W. R. Roach & Co., Aluminum Co. of America. This agency has a well-trained staff, chosen to meet the requirements of general, financial and technical advertisers and thoroughly acquainted with radio, business paper and direct-mail advertising and publicity news service.

**GRANT & WADSWORTH, Inc.**

Established 1924

342 Madison Avenue, New York City

Branch: 910 St. James Street, Montreal, Que.

Recognitions: *ANPA; PPA; ABP; APA; AHMP.*

WILLIAM A. GRANT, President and Treasurer. R. K. WADSWORTH, Vice-President. R. G. CAMPBELL, Vice-President. BLANCHE JAMPOL, Secretary, Assistant Treasurer and Space Buyer. R. R. ROSENTHAL, Research and Merchandising Director.

Four oldest clients are Slyker, Inc. (Radiator Covers), McKinlay, Stone & McKenzie (Books), Tobey Furniture Co., Rock of Ages. Four largest are Rock of Ages, White & White, Slyker, Inc., and McKinlay, Stone & McKenzie. Specialists in direct-mail advertising and well adapted to handle general accounts.

**RUSSEL T. GRAY, Inc.**

205 Wacker Drive, Chicago, Ill.

Recognition: *ABP.*

RUSSEL T. GRAY, President and Treasurer; HARVEY A. SCRIBNER, Vice-President; R. V. BARR, Secretary and Space Buyer. This agency concentrates on industrial and engineering accounts and serves 25 important midwestern manufacturers.

**CHARLES C. GREEN ADVG. AGENCY, Inc.**

Est. 1922

450 Fourth Avenue, New York City

Branch: 1701 Walnut Street, Philadelphia, Pa.

Recognition: *ANPA; PPA; APA; AHMP.*

CHARLES C. GREEN, President. His experience in the advertising field covers a period of over twenty-five years. O. O. COOK, Treasurer; F. T. BOWERS, Vice-President and General Manager; LEROY FAIRMAN, Secretary and in charge of copy; ROBERT JONES, Head of Philadelphia office.

New York branch of the agency handles sixteen active accounts and the Philadelphia branch twenty-four. The three oldest accounts are M. Hohner, Inc., Smith, Kline & French Co., and Parsons Ammonia Co. The three largest accounts are International Proprietaries, Inc. (Tanlac), Smith, Kline & French Co. and M. Hohner, Inc. The agency specializes in radio advertising and general accounts.

**THE GREEN, FULTON, CUNNINGHAM CO.**

Est. 1911

360 North Michigan Avenue, Chicago, Ill.

Member: *AAAA; ABC; NOAB.*

Recognitions: *ANPA; APA; PPA; AHMP.*

H. J. CUNNINGHAM, President and Treasurer. J. D. FULTON, Vice-President and Secretary. H. H. SMITH, Vice-President. A. J. GROBE, Head of Space Buying Department.

This agency is especially fitted for general, automobile and mail-order accounts. Among its present clientele of ten, the three oldest are Nash Motors Co., Fitzpatrick Bros. and Kalamazoo Stove Co. The three largest are Nash Motors Co., Spear & Co. and Kalamazoo Stove Co.

**GREEN & VAN SANT CO.**

Established 1912

Court Square Building, Baltimore, Md.

Member: *NOAB.*

Recognitions: *ANPA; PPA; ABP; APA; AHMP.*

WILBUR N. VAN SANT, President. Long advertising experience, particularly in technical and automotive fields. Before entering agency business he handled all advertising of Cadillac automobile dealers. H. K. DUGDALE, Vice-President, Treasurer and Merchandising Director. Twenty years' experience as salesman, advertising manager, agency executive, writer and lecturer. HENRY E. CORNER, Vice-President and Secretary. Twelve years' experience. EDGAR F. RIEBETANZ, Research Director. ROBERT E. DAIGER, Space Buyer.

A well-organized agency, with specialists in radio and business paper advertising, prepared to get results for general, financial, technical and mail-order clients. Serves thirty-seven accounts, the oldest of which are the National Radio Institute, Sealright Co., Inc., and Stone Straw Corp. The largest are National Radio Institute, Sealright Co., Inc., and Thatcher Mfg. Co.

**FINLEY H. GREENE ADVERTISING AGENCY**

Parsons Building, Buffalo, N. Y.

Recognitions: *ANPA; APA; AHMP.*

**JAMES A. GREENE & CO.**

Established 1922

303 Glenn Building, Atlanta, Ga.

Recognition: *ANPA; ABP; APA; AHMP.*

JAMES A. GREENE, President. Twenty years' experience; Miss MAUDE FAMBRO, Treasurer; JAMES L. BATTLE, Art Director; Miss A. R. COOPER, Space Buyer; WAVERLY BURGESS, Production Manager.

Twenty-eight accounts. The three oldest clients are the Southern Spring Bed Co., Southern Wood Preserving Co., and Atlanta Brush Co. The three largest are Norris Candy Co., Southern Spring Bed Co., and Tom Huston Peanut Co. The agency specializes in business paper and direct-mail advertising and is well fitted for general, financial, technical, school and resort advertising.

**THE GREENLEAF COMPANY**

Established 1915

Chamber of Commerce Building, 80 Federal Street, Boston, Mass.

Member: *AAAA; NOAB; ABC.*

Recognitions: *ANPA; PPA; APA; AHMP.*

A. E. GREENLEAF, President. Since 1905, has successfully developed many large advertising accounts. Seven years' agency experience previous to organizing the Greenleaf Agency in 1915. A. B. HALL, Vice-President and Merchandising Director. Awarded first prize at the St. Louis Convention of the Associated Advertising Clubs of the World for writing the best sales letter in a national contest; was chosen to prepare United War Work advertising for Boston newspapers and wrote Liberty Loan copy that covered the country. Mr. Hall is director of the radio department. GEORGE DUNHAM, Treasurer and Space Buyer. Connected with the agency business for thirty years. MARY D. SULLIVAN, Space Buyer.

This agency specializes in general, financial, technical, school, resort, mail-order and radio accounts. Employs specialists in radio, outdoor, moving picture and direct-mail advertising. Serves twenty-four clients, the oldest of which are The New Departure Mfg. Co., Russell & Erwin Mfg. Co. and Dorton-Dunton Desk Co. The largest accounts are Lydia Pinkham Medicine Co., Cycle Trades of America and New England Gas Association.

**GREVE ADVG. AGENCY, Inc.**

Est. 1910

606 Builders Exchange, St. Paul, Minn.

Member: *AAAA.*

Recognitions: *PPA; ABP; APA; AHMP.*

S. GREVE, President; E. GREVE, Vice-President; O. LINDQUIST, Treasurer; A. B. CONNOLLY, Secretary.

Thirty accounts. The oldest are Seeger Refrigerator, Old Fashioned Millers and Sifo Products Co. Three largest are Seeger Refrigerator Co., American Gas Machine Co. and Hydraulic Hoist Mfg. Co. This agency is well adapted to handle general, technical and mail-order accounts.

**GREY ADVERTISING SERVICE**

128 West 31st Street, New York, N. Y.

Recognitions: *PPA; AHMP.*

**GRISWOLD-ESHLEMAN CO.**

Established 1912

Terminal Tower, Cleveland, Ohio

Member: *AAAA.*

Recognitions: *ANPA; PPA; ABP; APA; AHMP.*



RAY H. GRISWOLD, President; CHARLES L. ESHLEMAN, Secretary-Treasurer; C. F. LOWE, Vice-President; HENRY T. BOURNE, Space Buyer.

Twenty-three accounts. The three oldest are Union Metal Mfg. Co., Lincoln Electric Co., and American Fork & Hoe Co. The three largest are the American Fork & Hoe Co., Diebold Safe & Lock Co., and Union Metal Mfg. Co. This agency specializes in radio, business paper, outdoor, moving picture, and direct-mail advertising and publicity news service.

**GROVES-KEEN, Inc.** Established 1927  
Bona Allen Building, Atlanta, Ga.  
Recognitions: APA; AHMP.

J. LEE GROVES, JR., President. CHARLTON KEEN, Secretary-Treasurer; RALPH MEEKS, Merchandising Director; P. E. BROWN, Space Buyer.

Handle fourteen accounts, the three oldest being Couch Bros. Mfg. Co., F. J. Cooledge & Sons and Atlanta Utility Works. They have specialists in business paper and direct-mail advertising and are well fitted for general, financial, technical and mail-order accounts.

**RUDOLPH GUENTHER-RUSSELL LAW, Inc.**  
131 Cedar Street, New York, N. Y.  
Recognitions: ANPA; APA; PPA; AHMP.

**GUENTHER-BRADFORD & CO., Inc.**  
15 East Huron Street, Chicago, Ill.  
Recognitions: ANPA; APA; AHMP.

**GUENTHER-COMER ADVG. AGENCY**  
715 Felix Street, St. Joseph, Mo.  
Branch: 726 Finance Building, Kansas, City, Mo.  
Recognitions: APA; AHMP.

WM. H. GUENTHER, President-Treasurer; L. A. HINES, Vice-President; J. E. BLACET, Secretary; R. C. COMER, Space Buyer.

Twenty accounts. Three oldest and largest clients are the Waterbury Chemical Co., George H. Weyer and Murray C. Kalis Co.

**LAWRENCE C. GUMBINNER ADVG. AGENCY**  
9 East 41st Street, New York, N. Y.  
Recognitions: ANPA; ABP; APA; PPA; AHMP; NOAB.

**GUNDLACH ADVG. CO., Inc.**  
400 North Michigan Avenue, Chicago, Ill.  
Recognitions: ANPA; APA; PPA; AHMP.

**STANLEY E. GUNNISON, Inc.** Established 1920  
67 West 44th Street, New York City  
Recognitions: ANPA; PPA; APA; AHMP.

STANLEY E. GUNNISON, President, has had twenty-five years' advertising experience. JESSIE LEE HALL, Secretary-Treasurer, has had seventeen years' experience in advertising. ROBERT J. CHAMBERS, Vice-President and General Manager, has had nine years' advertising agency experience. M. C. LODGE, Merchandising Director. ROBERT J. CHAMBERS, Space Buyer.

This agency has twenty accounts, of which Life Savers, Inc., Munson Line, and Sarony are the three oldest. The three largest clients are Life Savers, Inc., Union Bag & Paper Co., and Reid Ice Cream Co. It employs specialists in radio, business paper, outdoor, and direct-mail advertising, and is especially fitted for general, technical, school, resort and mail-order accounts.

**WALTER F. HAEHNLE CO., Inc.**  
622 Broadway, Cincinnati, Ohio  
Recognitions: ANPA; ABP; APA; AHMP; NOAB.

**J. B. HAINES ADVG. AGENCY** Established 1904  
1218 Chestnut Street, Philadelphia, Pa.  
Recognitions: ANPA; PPA; ABP; APA; AHMP.

J. B. HAINES, President, has had fourteen years' experience in the newspaper field and twenty-three years in agency work. J. B. HAINES, III., and C. E. HAINES are Space Buyers.

One of the largest and oldest accounts is Bailey, Banks & Biddle, which they have handled since 1908.

**S. ROLAND HALL & ASSOCIATES**  
1st National Bank Building, Easton, Pa.  
Member: AAAA.  
Recognitions: ANPA; ABP; APA; AHMP.

S. ROLAND HALL has had fifteen years' of experience as advertising manager with important national advertisers in addition to ten years in agency practice. L. D. TROWBRIDGE has had varied experience in agency work. Mr. Hall is the author of several important books on advertising and sales management and has served as a contributor to *Sales Management*.

This agency handles six accounts. The two oldest accounts are the Alpha Portland Cement Co. and Sterling Products Co.

**J. R. HAMILTON ADVG. AGENCY** Established 1919  
180 No. Michigan Avenue, Chicago, Ill.  
Member: NOAB.  
Recognitions: ANPA; PPA; APA; AHMP.

J. R. HAMILTON, President. T. ROSENAK, Vice-President. L. L. PRYOR, Vice-President. M. L. BOWMAN, Secretary. A. ETSKOKIN, Space Buyer.

This agency handles seven accounts. The three oldest accounts are Hydrox Corp., Thompson's Malted Milk Co. and the Earnshaw Knitting Co. The three largest accounts, which are extensive users of national advertising, are MacFadden Publications, Inc., Thompson's Malted Milk Co. and the Blatz Brewing Co. The agency specializes in food advertising.

**ROBERT HAMILTON CORP.** Est. 1917  
207 Fourth Avenue, New York City, N. Y.  
Recognitions: ANPA; APA; AHMP.

C. C. SQUIRE, President. K. W. ZOELLER, Vice-President. R. W. SHIFFEL, Vice-President. O'BRIEN ATKINSON, Secretary and Treasurer. K. KUPFRIAN, Research Director and Space Buyer.

This agency handles fifteen accounts. The oldest are the Bank of the Manhattan Company, Cohoes Rolling Mill Co. and the Credit Discount Corp. The largest are F. R. Tripler & Co., Pie Bakeries of America, Inc., and the Bank of the Manhattan Company. It specializes in general, financial, technical, school, resort and mail-order advertising. Specialists can be found in this agency for radio, business paper and direct-mail advertising.

**WILLIAM IRVING HAMILTON** Established 1921  
267 Fifth Avenue, New York City, N. Y.  
Recognitions: ANPA; PPA; ABP; APA; AHMP.

WILLIAM IRVING HAMILTON, President. P. H. HAMILTON, Vice-President. M. C. MACARTHY, Secretary and Space Buyer.

This agency handles twelve accounts. The oldest are E. A. Kline & Co. and Pierce, Butler & Pierce and Burton Bros. They specialize in general advertising and has specialists in business paper advertising and direct-mail advertising.

**K. L. HAMMAN-ADVERTISING, Inc.** Est. 1916  
316-13th Street, Oakland, Calif.  
Member: AAAA.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

K. L. HAMMAN, President. W. F. ELLIOTT, Account Executive. W. A. JOPLIN, Account Executive. C. A. PIERCE, Space Buyer and Production Manager. F. L. TOMASCHKE, Vice-President.

This agency is affiliated with Hamman Advertising Organization, Inc., and Lesan Advertising Agencies, Inc. It gives successful service to general accounts and particularly those of a financial nature. Individuals of its staff specialize in business paper, outdoor and direct-mail advertising and publicity news service. Of its eighteen clients the three oldest are The Oakland Bank, Fagel Motors Co. and California Corrugated Culvert Co. The three largest are Seaside Oil Co., Fagel Motors Co. and Oakland Bank.

**HAMMEL ADVERTISING CORP.**  
Merchants National Bank Building, Los Angeles, Calif.  
Recognitions: APA; AHMP.

**HANFF-METZGER, Inc.** Established 1913  
Paramount Building, New York, N. Y.  
Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

JOSEPH A. HANFF, President. GEORGE P. METZGER, Vice-President. L. J. SEEGER, Treasurer. A. O. DILLENBECK, Secretary. C. J. G. ATKINSON and S. SCHAEFER, Space Buyers. W. W. BRIGGS, Research Director.

This agency handles twenty-four accounts, including companies of outstanding reputation and large users of national advertising. The three oldest accounts are Mulhens & Kropff, Inc., Yale & Towne Mfg. Co. and Paramount Famous Lasky



**HANFF-METZGER, Inc.—(Continued)**

Corp. The three largest are the Texas Co., Kolster Radio Corp. and Paramount Famous Lasky Corp. This agency has specialists in radio, business paper, outdoor, moving picture, direct-mail advertising and publicity news service.

**JOHN HANRAHAN**

50 East 42nd Street, New York City

Specializes in sales promotion work for magazine publishers. Among his clients are the *New Yorker*, *Sportsman* and *Double-day-Doran* magazines.

**JOSEPH E. HANSON CO.**

Established 1925

85 Lincoln Park, Newark, N. J.

Recognitions: ANPA; PPA; APA; AHMP.

JOSEPH E. HANSON, President and Merchandising Director. Eighteen years in the advertising business. JOHN H. MILLER, Secretary-Treasurer. Thirteen years advertising. A. S. GRAHAM, Research Director.

This agency serves twenty-five general, financial and technical accounts and employs specialists in radio and business paper advertising. The three oldest clients are H & W Co. (corsets), Lauter Co. (manufacturers and retailers of pianos) and Charles W. Poulson & Sons Co. (carpets). The three largest accounts are Lionel Corp., The Mennen Co. and Lauter Co.

**HARDISON-RIPPEY ADVG. CO.**

Est. 1924

1460-64 Arcade Building, St. Louis, Mo.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

MILTON RIPPEY, President and Space Buyer. Formerly space buyer and assistant secretary, Nelson Chesman & Co.; secretary and then treasurer, Schiele Advertising Co. R. H. ISAACSON, Vice-President. Formerly account executive with the Schiele Advertising Co. E. K. HARRISON, Secretary, Treasurer and Space Buyer. Member of the copy department of Nelson Chesman & Co.; chief of copy department and secretary of Schiele Advertising Co.

An agency especially fitted for general and mail-order accounts and well qualified by experience to advertise pharmaceutical products and cosmetics. Handles thirty accounts, the three oldest of which are Haldeman-Julius Co., Dixie Mills Co. and Senoret Chemical Co. The largest are Haldeman-Julius Co., American Drug Corp. and W. H. Bull Medicine Co.

**WALTER E. HARDY, Inc.**

Established 1914

6 N. Michigan Avenue, Chicago,

Recognitions: ANPA; ABP; PPA; APA; AHMP.

HUBERT L. HARDY, Secretary, Treasurer, Space Buyer and Research and Merchandising Director. Has been connected with this agency for past seven years, during which time he has served as general manager. WALTER E. HARDY, President and Research and Merchandising Director. Previous to his connection with this agency served for four years as chief copy writer for Marshall Field & Co. J. R. OZANNE, Vice-President and Research and Merchandising Director. Associated with Carson Pirie Scott & Co. for ten years as advertising manager. CORINNE CRESMAN, Space Buyer.

This agency gives successful service to eight diversified accounts, the three oldest as well as largest of which are Western Shade Cloth Co., Carson Pirie Scott & Co. and Kawneer Co.

**G. HOWARD HARMON, Inc.**

Established 1924

420 Lexington Avenue, New York, N. Y.

Recognitions: ANPA; PPA; ABP; APA.

G. HOWARD HARMON, President and Treasurer. GEORGE M. MASON, Vice-President, Research Director and Space Buyer. RALPH W. THOMAS, Secretary. M. A. ABEL, Merchandising Director. JULIUS JOSEPH, Space Buyer.

The forty-five clients of this agency include proprietary, general, financial, school and resort accounts. The agency also handles foreign accounts. The three oldest clients are Little, Brown & Co., John I. Brown & Son and Harriman National Bank. The largest are Little, Brown & Co., Bovril, Ltd., and J. C. Eno, Ltd.

**HARMON-McGINNIS, Inc.**

1005 Builders Exchange Bldg., St. Paul, Minn.

Recognitions: APA.

**HARRISON-GUTHRIE AGENCY**

National Soo Line Building, Minneapolis, Minn.

Recognitions: ANPA; ABP; APA; AHMP.

**HARVEY ADVG. AGENCY, Inc.**

Walton Building, Atlanta, Ga.

Recognitions: ANPA; APA; AHMP.

**HARVEY & HALE, Inc.**

369 Lexington Avenue, New York, N. Y.

Recognitions: ANPA; APA; AHMP.

**HATHAWAY ADVG. SERVICE**

Established 1917

213 Ferguson Building, Colorado Springs, Colo.

Recognitions: APA; AHMP.

G. E. HATHAWAY, Research Director. At one time advertising manager, *Leavenworth Post*; later in the advertising department, *Topeka State Journal*. Retail advertising supervision 1916-1917. R. G. GILLASPY, Merchandising Director. A. S. LECRONE, Space Buyer.

This agency solicits and serves accounts in a wide diversity of fields but is particularly qualified to serve those of a financial, technical, school, resort, mail-order or retail service classification. Of its thirty clients, the three oldest and largest are Colorado Springs Chamber of Commerce, Dern Co. and Antlers Hotel.

**HAWLEY ADVERTISING Co. Inc.**

Established 1916

95 Madison Avenue, New York, N. Y.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

JOHN H. HAWLEY, President. Formerly advertising solicitor for the *New York Evening Post*. Associated with Frank Presbrey Co. as vice-president. General manager, Crowell Publishing Co.; advertising director, *Ridgway's Weekly*; president and general manager of associated Sunday magazines. RAY BROWN, Vice-President and Secretary. Formerly in newspaper work. Art director, *Everybody's Magazine*. Treasurer and art director of Ridgway Publishing Co. WILLIAM H. MEYER, Treasurer. Formerly with the National Advertising Co.

**HAYS ADVERTISING AGENCY, Inc.**

246 College Street, Burlington, Vt.

Recognitions: ANPA; APA; PPA; AHMP.

**HAZARD ADVERTISING CORPORATION**

Est. 1920

7 East 42nd Street, New York, N. Y.

Recognitions: ANPA; APA; AHMP.

C. H. HAZARD, President, Treasurer, Research Director and Space Buyer. Formerly sales manager with American Synthetic Color Co. C. B. HOWRY, Jr., Vice-President and Merchandising Director. Formerly assistant advertising manager, Libby, McNeill & Libby. R. A. LIPSCOMB, Vice-President and Space Buyer. WILLIAM C. LONGSTREET, Secretary. WILLIAM WOLFE, Account Executive. DON BAKER, Art Director. JOHN S. CONWAY, Production Manager.

An agency especially fitted for general, financial and technical advertising, with specialists in business papers and publicity news service. Handles thirty-one accounts, the three oldest of which are Electro Bleaching Gas Co., General Dyestuff Corp. and The Roessler & Hasslacher Chemical Co.

**THE ALFRED S. HEARN CO., Inc.**

415 Lexington Avenue, New York, N. Y.

Recognitions: ANPA; ABP; PPA; APA; AHMP.

**E. W. HELLWIG CO.**

Established 1920

9 East 40th Street, New York, N. Y.

Member: NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

E. W. HELLWIG, President. C. L. MILLER, Vice-President. C. V. CARHART, Secretary, Assistant Treasurer and Space Buyer. A. A. LUND, Research Director.

This agency serves general, financial, technical and mail-order accounts. Corn Products Refining Co., National Bellas Hess Co. and Hotel McAlpin are the oldest of seven accounts.

**D. A. C. HENNESSY, CO.**

Illinois Building, Indianapolis, Ind.

Recognitions: APA; AHMP.

**HENRI, HURST & McDONALD, Inc.** Established 1914  
58 East Washington Street, Chicago, Ill.

Member: NOAB; ABC.

Recognitions: ANPA; PPA; APA; AHMP.

W. B. HENRI, President. J. F. HURST, Treasurer. W. D. McDONALD, Secretary. J. J. MARTIN, Research Director. N. H. PUMPIAN, Space Buyer.

An agency specializing in general accounts.

**CARL I. HENRIKSON, ADVERTISING** Est. 1919  
417 South Dearborn Street, Chicago, Ill.

Recognitions: ABP; APA; AHMP.

CARL I. HENRIKSON, Owner.

This agency has eight general accounts.

**HERR ADVERTISING AGENCY** Established 1919  
638 Baker Building, Minneapolis, Minn.

Member: NOAB.

Recognitions: ANPA; APA; AHMP.

JAMES G. HERR, President and Space Buyer. Formerly vice-president of MacMartin Agency; ten years' previous newspaper work; maintained his own agency ten years. JAMES A. QUINT, Vice-President. Formerly advertising manager of Washburn-Crosby Co.; with Outdoor Advertising Co. several years; with Blackett & Sample, managing Minneapolis office. G. R. SIMONETT, Space Buyer.

An agency especially fitted for general, technical, school and resort advertising. Handles twenty accounts, the oldest of which are Purity Bakeries Corp., Tom Moore Ginger Ale Co. and American Linen Co. The largest are Storm Manufacturing Co., Inc., The Insulite Co. and Northrup, King & Co.

**HIBSON & BRO.** Established 1871  
154 Nassau Street, New York, N. Y.

Recognitions: ANPA; PPA; ABP; AHMP.

MRS. A. V. V. HIBSON, Owner. C. H. O'DONNELL, Space Buyer, Art Director and Production Manager. E. S. STRUCKMAN, Assistant Production Manager.

An agency specializing in general, financial, school and resort accounts.

**HICKS ADVERTISING AGENCY** Established 1869  
52 Vanderbilt Avenue, New York, N. Y.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

FRED G. RUSSELL, President and Merchandising Director. Unusually capable merchandiser. Good in devising original, effective selling plans and campaigns. FRANCIS MARQUIS, Vice-President and General Manager. Well known writer and art director. JEANNETTE G. ROSS, Topographer and Visualizer. ELINOR ENGLISH, Research Director.

An agency qualified for general, financial, technical, school, resort and mail-order accounts; also for advertising women's and men's fashions, music and aesthetic accounts. Individual members of the staff give special attention to radio, business paper, moving picture and direct-mail advertising and publicity news service. Handles thirty-five accounts, the oldest of which are The Home Insurance Co., Princess Hotel, Bermuda, The House of Swansdown.

**THE ALBERT P. HILL CO., Inc.** Established 1907  
233 Oliver Avenue, Pittsburgh, Pa.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

ALBERT PORTER HILL, President. Twenty-two years in the advertising business. EDGAR DWIGHT MASON, Vice-President and General Manager. Twelve years' sale counsel experience; seven years in advertising business. HERBERT GESREGAN, Research Director and Space Buyer. M. Y. TIMKO, Space Buyer. B. K. FOLGER, Merchandising Director.

An agency especially qualified to handle general, financial, mail-order and building material advertising. Serves twenty accounts, the oldest of which are Pratt & Lambert Co., Mellon National Bank and American Window Glass Co. The largest are Pratt & Lambert Co., American Window Glass Co. and Pittsburgh Steel Co.

**W. S. HILL CO., Inc.**  
323 Fourth Avenue, Pittsburgh, Pa.

Recognitions: ANPA; APA; PPA; AHMP.

**HIRSCH ADVERTISING AGENCY** Established 1922  
425 Fifth Avenue, New York, N. Y.

Recognitions: ANPA; PPA; ABP.

P. H. SCHAAP and CHARLES O. VANDER, Space Buyers.

An agency specializing in general and mail-order accounts and equipped for radio, business paper, outdoor and direct-mail advertising. Handles twenty-two accounts.

**THE ARTHUR HIRSHON COMPANY, Inc.** Est. 1926  
10 East 40th Street, New York City

Recognitions: ANPA; PPA; APA.

ARTHUR HIRSHON, President and Treasurer. Experience covers two years, Chas. W. Hoyt Co., two years, Erickson Co. and seven years, George L. Dyer Co. MILTON HEYMAN, Vice-President. Connected with Blackman Co. for nine years. ESTELLE HIRSHON, Secretary. SIDNEY NANES, Space Buyer.

A well-equipped agency experienced in serving business in every field and particularly technical accounts. Its staff is thoroughly familiar with radio and business paper advertising and publicity news service. Among its present clientele of twelve, the three oldest are Blyn Shoes, Inc., Compagnie Alpina, S. A. & L. T. Piver, Inc. The largest are Quaker Products Co., Blyn Shoes and Compagnie Alpina, S. A.

**S. D. HOFHEIMER**

Land Title Building, Philadelphia, Pa.

Recognitions: APA; AHMP.

**HUBER HOGE, Inc.** Established 1919

415 Lexington Avenue, New York, N. Y.

Branch: Bowman Hoge, Ltd., Toronto and Montreal, Canada.

Member: ABC.

Recognitions: ANPA; ABP; APA; AHMP.

HUBER HOGE, President and Merchandising Director. Ten years' selling experience; twelve years with Frank Seaman, Inc. Head of present agency for ten years. PAUL IRISH, Vice-President. Sales promotion work; three years with George Batten Co., copy and merchandising; eight years advertising and as sales manager with leading department store. CLARK McMICAL. Head of his own agency for ten years; ten years with N. W. Ayer & Son and Frank Seaman & Co.; five years with present agency. PERRY SCHOFIELD. Seven years' advertising experience. WILLIAM KELLY, Space Buyer.

An agency especially fitted for general, mail-order and real estate accounts. Employs specialists in business paper, and direct-mail advertising and publicity news service. The three largest accounts are Fred F. French Investing Co., Wall Paper Association and Converse Rubber Co. The oldest are H. Reeve Angel, Inc., Fred F. French Companies and Hodgman Rubber Co.

**HOLDEN, McKINNEY & CLARK, Inc.** Est. 1924  
510 Donovan Building, Detroit, Mich.

Member: NOAB.

Recognitions: PPA; ABP; APA.

PARKER HOLDEN, President. Has had broad newspaper and advertising experience, handling automotive, building, household, financial, industrial and miscellaneous accounts. LEROY A. CLARK, Vice-President, formerly in railroad work; artist for Detroit department store; with Caslon Press of Detroit; account executive, art director and secretary with Whipple & Black Advertising Agency. F. F. McKinney, Vice-President and Merchandising Director. Previously city editor of the *Evening Enterprise*, Poughkeepsie, N. Y.; also with Cadillac Motor Car Co. and Smith & French as copy writer, handling automotive and industrial accounts. Was an original member and held ownership interest in the Brotherton Co. D. C. FLINT, Treasurer, Office Manager and Space Buyer. At one time with Seelye, Brotherton & Brown; stockholder and later secretary of that company. With McKinney, Marsh & Cushing. B. V. UNWIN, Research Director. PAUL A. STOCKER, Space Buyer.

A member of the Lynn Ellis Group. This agency, formerly Holden, Peters & Clark, extends its advertising activities to general, financial and technical accounts. Employs specialists in radio and outdoor advertising. Handles twenty-eight accounts, the oldest of which are Baker Simonds & Co. and Ex-Cell-O Tool & Mfg. Co. The largest are American Brake Material Corp., "Electrochef" and Whitehead & Kales.



**FRANCES HOLMES ADVERTISING AGENCY**

1129 Van Nuys Building, Los Angeles, Cal.

Recognitions: ANPA; APA; AHMP.

**HOLMES, Inc.**

614 Stephenson Building, Detroit, Mich.

Recognitions: PPA; AHMP.

**HOMMAN, TARCHER & SHELDON, Inc.** Est. 1925

551 Fifth Avenue, New York, N. Y.

Member: ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

C. C. HOMMAN. Thirteen years' publishing and agency experience. J. D. TARCHER. Eleven years in agency work. G. H. SHELDON. Fifteen years' advertising agency experience. WILLIAM FRANK, Merchandising Director. W. E. LARCOMB, Space Buyer. This agency serves fifteen general accounts, the three oldest of which are Smith Brothers, Esterbrook Pen Co. and Seeman Brothers (White Rose Tea). The largest accounts are Smith Brothers, The Mennen Co. and Naumkeag Steam Cotton Co. Employs specialists in radio advertising.

For further information, see page 139.

**HONIG-COOPER CO., Inc.** Established 1902

507 Montgomery Street, San Francisco, Cal.

Branches: Petroleum Securities Building, Los Angeles, Cal.; 281 12th Street, Portland, Ore.; Lloyd Building, Seattle, Wash.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; APA; AHMP.

LOUIS HONIG, President and Merchandising Director. J. R. GERBER and WARREN E. KRAFT, Vice-Presidents. H. A. STEBINS, Secretary. F. H. LYNCH, Treasurer. L. G. HARRIER, Research Director. MAC CAMPBELL, Space Buyer, San Francisco. HELEN KENNEDY, Space Buyer, Portland. JEANNE BROWN, Space Buyer, Seattle. GEORGE ELLIOTT, Space Buyer, Los Angeles. H. E. KREIGER, Production Manager.

This is one of the leading agencies on the Pacific Coast. The range of its activities includes general, financial, technical, school, resort, mail-order, community and food products accounts. It is equipped to advertise effectively through radio, business papers, outdoor media, direct-mail and publicity news service. Handles forty-seven accounts.

**EDGAR M. HOOPES ADVG. AGENCY, Inc.** Est. 1882

402 Equitable Building, Wilmington, Del.

Member: AAAA.

Recognitions: ANPA; APA; AHMP.

EDGAR M. HOOPES, JR., President and Space Buyer. HENRY L. CRAIG, Vice-President. B. L. HOUPPT, Secretary, Treasurer and Space Buyer.

This agency handles general, school and resort advertising. The three oldest accounts are Chicester Chemical Co., Carter Medicine Co. and Emergency Laboratories.

**C. A. HORNE CO., Inc.**

Russ Building, San Francisco, Calif.

Recognitions: ANPA; APA; AHMP.

**E. T. HOWARD CO., Inc.**

420 Lexington Avenue, New York, N. Y.

Recognitions: ANPA; APA; PPA; AHMP.

**HOWER ADVERTISING AGENCY CO.** Est. 1915

1213-18 Security Building, Denver, Colo.

Branch: Thomas Building, Dallas, Texas

Recognitions: ANPA; PPA; ABP; APA; AHMP.

R. Y. REAVES, Research Director. ETHEL THORNBERG, Space Buyer.

An agency prepared to give special attention to general, financial, technical and mail-order advertising. Handles sixty accounts. The three oldest accounts are Adolph Coors, Powerine Co. and Star Furniture Co., the two latter advertisers having been with the agency more than fourteen years. The largest are Powerine Co., Producers & Refiners Corp. and Kohler McLister Paint Co.

**H. S. HOWLAND ADVG. AGENCY, Inc.**

2 Park Avenue, New York, N. Y.

Recognitions: ANPA; APA; PPA; AHMP.

**CHARLES W. HOYT CO., Inc.** Established 1909

11 East 36th Street, New York, N. Y.

Branches: Springfield, Mass.; Durham, N. C.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

RALPH L. TALLEY, Chairman of the Board. In agency work since 1905. WINTHROP HOYT, President. A. H. GATES, Secretary and Treasurer. T. F. FLANAGAN, Vice-President and Merchandising Director. F. A. WHIPPLE, Vice-President. Six years' advertising agency experience. W. K. DINGLELINE, Research Director. C. B. DONOVAN, Space Buyer.

The services of this agency are general. It employs specialists in radio and outdoor advertising. Handles thirty accounts, the three oldest of which are Beacon Falls Rubber Shoe Co., A. C. Gilbert & Co. and Russia Cement Co. The largest are Hoffman Specialty Co., Charles Gulden, Inc., and Russell Mfg. Co.

**THE HOUSE OF HUBBELL, Inc.** Established 1889

Hubbell Building, 648 Huron Road, Cleveland, Ohio

Recognitions: ANPA; APA; AHMP.

JAMES LESLIE HUBBELL, Vice-President and General Manager. S. M. MASSE, Vice-President. Formerly president of the S. M. Masse Co., advertising agency; publicity manager of the National Carbon Co. I. M. ADAMS, Vice-President. Ten years with the House of Hubbell, Inc.; previously advertising manager of the Favorite Stove & Range Co. and Tappan Stove Co. R. E. BIXBY, Secretary. J. D. TAPLIN, Art Director. JAMES D. SHOUSE, Research Director. JOSEPH E. MASON, Merchandising Director. THOMAS P. BUTLER and other company officers, Space Buyers.

This agency solicits general and technical accounts; also any account related to paints, oils or hardware specialties. Equipped for radio and direct-mail advertising. Serves thirty clients, the three oldest of which are Glidden Co., Burnes Bowe Baking Co. and Merit Equipment Corp. The three largest accounts are Glidden Co., Pocahontas Oil Co. and Empire Oil Works, Inc.

**HUGHES, WOLFF & CO., Inc.** Established 1925

328 Main Street, East, Rochester, N. Y.

Recognitions: ANPA; PPA; ABP; APA.

F. A. HUGHES, President, General Manager, Merchandising Director and Space Buyer. Formerly with the *Boston Globe* for two years; the *Springfield Union* for one year; manager of *Canandaigua Daily Messenger* for one year. Nineteen years with Lyddon & Hanford Advertising Agency. ED. WOLFF, Treasurer. Eight years with one of the south's largest department stores, advancing to secretary of the company in charge of advertising and sales. Proprietor of Women's Wear Store in San Antonio for two years. Own agency in San Antonio for seven years. Eight years in charge of sales and advertising for David Adler & Sons Co., Milwaukee. JOHN F. BUSH, JR., Vice-President and Research Director. Previously account executive with Lyddon & Hanford Co. JOHN P. MCCARTHY, Secretary and Space Buyer. Five years with C. E. Sherin Advertising Agency; five years with Lyddon & Hanford Co. as manager; one year advertising manager, Betts Machine Tool Co.; with Wylie B. Jones Advertising Agency as office manager and space buyer.

The agency is well qualified to handle general, technical, mail-order, clothing, food, automotive, agricultural and industrial accounts. It employs specialists in radio, business paper, outdoor, direct-mail advertising and publicity news service. Handles eighteen accounts, the oldest of which are W. B. Coon, International Chemical Co. and M. M. Harper. The largest are North East Electric Co., International Chemical Co. and W. B. Coon.

**W. H. H. HULL & CO., Inc.**

51 Madison Avenue, New York, N. Y.

Recognitions: ANPA; APA; PPA; AHMP.

**H. B. HUMPHREY CO.** Established 1886

581 Boylston Street, Boston, Mass.

Member: AAAA; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

HENRY B. HUMPHREY, President, Treasurer and Space Buyer. Founder of the company. Forty-seven years' advertising experience. RICHARD S. HUMPHREY, Vice-President and Space Buyer. Six years' advertising experience. L. C. WATSON, Secretary. Twenty-nine years' advertising experience. SHELDON M. FISHER, Director and Space Buyer. Twenty-seven years' advertising agency and publishing experience.

This is one of the leading New England agencies. It handles twenty-four general accounts, the three oldest of which are George Frost Co., Boston & Albany Railroad and Raymond & Whitcomb Co. The three largest accounts are Raymond & Whitcomb Co., American Mutual Liability Insurance Co. and Whittemore Bros. Corp.



**THE ATLEE F. HUNT CO.**

Established 1910

464 19th Street, Oakland, Cal.

*Recognitions: ANPA; APA; AHMP.*

ATLEE F. HUNT, Sole Owner. Nineteen years' active agency experience. LIONEL BONIFACE, Research Director.

An agency well qualified for general, real estate and manufacturing accounts. Employs specialists in radio and business paper advertising. Handles approximately forty accounts, the three oldest of which are Heald's Business College, E. B. Field Co. and American Trust Co. The largest accounts are The Rola Co., Oakland Chamber of Commerce and Income Properties of California.

**HURJA, CHASE & HOOKER, Inc.** Established 1921  
326 W. Madison Street, Chicago, Ill.*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

A. O. HURJA, President and Treasurer. Formerly advertising manager, farm implement division, Montgomery Ward & Co. H. C. CHASE, Vice-President. At one time advertising manager of Orange-Crush Co. H. A. HOOKER, Secretary. Previously advertising manager, Rand, McNally & Co. W. L. SHEPPARD, Research and Merchandising Director. M. ROSE, Space Buyer.

An agency employing specialists in radio, business paper, direct-mail advertising and publicity news service, and prepared to accept general, technical and mail-order accounts. Serves twenty-six clients, the oldest being Beloit Iron Works, Holmquist-Swanson Co. and Gunkel-Novy Co.

**HUSBAND & THOMAS CO., Inc.** Established 1927  
122 E. 42nd Street, New York, N. Y.*Member: NOAB.**Recognitions: PPA; APA.*

JOSEPH HUSBAND, President. D. C. THOMAS, Secretary and Treasurer. Mr. Husband, prior to forming his own agency, was an officer and foreign director of an agency of international scope. A writer of distinction whose work has appeared in *Atlantic Monthly* and other class magazines. Mr. Thomas has directed a number of important campaigns in diverse fields.

The agency serves ten accounts in the general field including the Arcowand division of American Radiator, Esmond Mills, Sweet-Orr, Ground-Gripper Shoes.

**HUTCHINS ADVERTISING CO., Inc.** Est. 1923  
42 East Avenue, Rochester, N. Y.*Recognitions: ABP; APA; AHMP.*

M. S. HUTCHINS, President. formerly account executive with H. O. Goodwin, Inc., Rochester. F. A. HUTCHINS, Vice-President. Previously with the Borden Co. At one time with Eastman Kodak Co. NEWELL CHAMBERLAIN, Research Director. RAYMOND P. WEIS, Merchandising Director. CHARLES L. RUMRILL, Space Buyer.

This agency is well qualified for general, financial, technical, radio and industrial accounts and devotes particular attention to radio, business paper and direct-mail advertising and publicity news service. Serves sixty clients, the oldest of which are The Pfandler Co., Ritter Dental Mfg. Co. and F. E. Reed Glass Co. The largest are United Reproducers Corp., Crosman Arms Co. and Ritter Dental Mfg. Co.

**THE WILLIAM A. INGOLDSBY CO.** Est. 1902  
130 So. Broadway, Los Angeles, Cal.*Recognitions: ANPA; APA; AHMP.*

WILLIAM A. INGOLDSBY, Sole Owner. Twenty years' advertising experience; formerly secretary and account executive of Read-Miller Advertising Agency. JAMES W. INGOLDSBY, Research Director. ERNEST MURRAY, Merchandising Director. D. WINNICK, Space Buyer.

An agency handling general, school, resort and mail-order accounts, with specialists in direct-mail advertising and publicity news service. Hotel del Coronado, Hotel Virginia and Martin Iron Works have been clients of the agency for twenty years. Roberti Bros., Inc., American Cyanamid Sales Co. and Arrowhead Lake Co. are the largest of fifteen accounts.

**THE C. IRONMONGER ADVG. AGENCY** Est. 1895  
23-25 East 26th Street, New York, N. Y.*Member: AAAA.**Recognitions: ANPA; PPA; APA; AHMP.*

C. IRONMONGER, Proprietor and Space Buyer. Thirty years' agency experience. L. BERGER, Space Buyer.

An agency handling about thirty accounts, general, school, resort, mail-order and proprietary. The three oldest clients are Bohn Refrigerator Co., American Surety Co. and E. T. Burrowes Co.

**THE IZZARD COMPANY**

Established 1912

Ranke Building, 418 Pike Street, Seattle, Wash.

Branches: Tacoma Building, Tacoma, Wash.; American Bank Building, Portland, Ore.; W. M. Garland Building, Los Angeles, Cal.; Represented in San Francisco by the Dolman Co., New Call Building.

*Member: AAAA; NOAB.**Recognitions: ANPA; PPA; APA; AHMP.*

A. J. IZZARD, President. Twenty years' experience as advertising counsellor. W. M. H. HORSLEY, Treasurer. Thirteen years' advertising experience and several years' general business experience. H. O. STONE, Secretary. Ten years' experience as a writer, publicity specialist and newspaper publisher; ten years' advertising experience. F. R. HARRIS, Research Director. G. M. NYMAN, Space Buyer.

This agency is a member of the Lynn Ellis Group, and is organized to serve general, financial, technical, food, fruit and community advertisers. Has specialists in business paper and direct-mail advertising and publicity news service. Handles thirty accounts, the oldest of which are Washington Iron Works, The Rogers Co. and Carnation Milk Products Co. The largest are Carnation Milk Products Co., The Washington Boxed Apple Bureau and The Puget Sound Navigation Co.

**THE STANLEY H. JACK CO., Inc.**

Aquila Court, Omaha, Nebr.

*Recognitions: APA; AHMP.***DILLARD JACOBS AGENCY**

Established 1911

1722 Candler Building, Atlanta, Ga.

*Recognitions: ANPA; APA; AHMP.*

J. D. JACOBS, President. Thirty years' advertising experience. P. W. SMITH, Vice-President and Merchandising Director. Twenty years' experience in sales management, copywriting. R. S. PEACOCK, Treasurer and Space Buyer. Fifteen years' experience as space buyer.

An agency specializing in general, medical and mail-order accounts. Serves fourteen clients, the oldest of which are Ludden & Bates Piano House, Clinchfield Fuel Co. and Shivar Springs, Inc. The largest are Calotabs Co., Capudine Chemical Co. and Shivar Springs, Inc.

**WILLIAM JENKINS ADVERTISING**

1713 Sansom Street, Philadelphia, Pa.

*Recognitions: ANPA; ABP; PPA; AHMP.***JOHNSON-DALLIS CO.**

Glenn Building, Atlanta, Ga.

*Recognitions: ANPA; APA; PPA; AHMP.***JOHNSON-AYRES COMPANY**

Established 1904

574 Market Street, San Francisco, Cal.

*Member: AAAA; NOAB; ABC.**Recognitions: ANPA; ABP; APA; AHMP.*

K. L. HAMMAN, President. NORMAN B. STERN, Vice-President. R. N. PRICE, Secretary-Treasurer. ARTHUR DUNCAN, Space Buyer.

This agency is affiliated with the Hamman Advertising Organization, Inc., and the Lesan Advertising Agencies, Inc. Serves financial, technical, school and resort advertisers. The Pennzoil Co., W. P. Fuller & Co. and Pacific States Electric Co. are the oldest of twelve accounts.

**FRANK H. JONES**

10 High Street, Boston, Mass.

A personal service agency specializing in paper mills and allied accounts.

**RALPH H. JONES CO., Inc.**

431 Main Street, Cincinnati, Ohio

*Recognitions: ANPA; APA; PPA; AHMP.***WYLIE B. JONES ADVG. AGENCY**

Est. 1906

Binghamton, N. Y.

Branches: 381 Fourth Avenue, New York, N. Y.; McCann Building, Sydney, Australia.

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

JOHN S. CLARK, President. Ten years' experience. E. B.

**WYLIE B. JONES ADVG. AGENCY—(Continued)**

GODING, Vice-President and Treasurer. Fifteen years' experience. B. W. HEIMER, Secretary and Space Buyer. Twenty years' experience. C. A. CLEVELAND, Research Director. L. C. TOURTELLOR, Merchandising Director.

This agency is especially fitted for general and daily newspaper advertising. Handles sixty accounts, the three oldest being Othine Laboratories, United Sales & Mfg. Co. and International Chemists & Druggists Laboratories. The largest are F. W. Clements Products Co., McCoy Laboratories and Woodward Products Co.

**JONES-MORTON, Inc.**

1360 Franklin Street, Johnstown, Pa.

Recognitions: ANPA; AHMP.

**JORDON ADVERTISING ABROAD, Inc.**

11 West 42nd Street, New York, N. Y.

GEORGE R. JORDAN, President. ALLEN H. SEED, JR., Vice-President; WALTER R. BICKFORD, Space Buyer and Research Director.

This agency handles export advertising accounts exclusively, hence does not require recognition from U. S. publishers' associations. It is equipped to handle general accounts for overseas advertising, especially in South America and the Orient. Among its twenty clients the three oldest are Moto Meter Co., Humphrey's Homeo-Med. Co. and Nestle's Food Co. The three largest are Forhan Co., Smith, Kline & Frend Laboratories and Millers Falls Co.

**JESSE M. JOSEPH ADVG. AGENCY**

Est. 1908

1801-3-5-7 Reading Road, Cincinnati, Ohio

Recognitions: ANPA; PPA; ABP; APA; AHMP.

JESSE M. JOSEPH, Research and Merchandising Director. ELI COHAN, Space Buyer.

An agency specializing in general and technical advertising. The three oldest accounts are Milton Ochs Co., Louis Marx & Bros. and Geo. Golde, Inc. The largest are Red Top Malt Extract Co., S. Frieder & Sons Co., A. J. Lehman & Co. and Cincinnati Soap Co.

**KALETZKI, FLACK & HOWARD, Inc.**

527 So. Warren Street, Syracuse, N. Y.

Recognition: ANPA.

CHARLES H. KALETZKI, President. JOHN B. FLACK, Vice-President. HOWARD C. BARTH, Space Buyer.

An agency serving seventeen general accounts in such fields as aviation, hotel, warehouse, dairy supplies, and cigars.

**H. W. KASTOR & SONS CO., Inc.**

14 East Jackson Boulevard, Chicago, Ill.

Recognitions: ANPA; APA; PPA; AHMP.

**JOSEPH KATZ CO.**

16 East Mount Vernon Place, Baltimore, Md.

Recognitions: ANPA; ABP; APA; PPA; AHMP.

**N. W. KEANE**

95 Nassau Street, New York, N. Y.

Recognitions: ANPA; AHMP.

**KEECH & BECK ADVG. AGENCY**

551 Fifth Avenue, New York, N. Y.

Recognitions: APA; AHMP.

**KEELOR & STITES CO.**

Established 1920

18 West Seventh Street, Cincinnati, Ohio

Recognitions: PPA; ABP; APA; AHMP.

SELLS STITES, President. Major work has been in national magazine, mail-order and newspaper advertising. H. G. KEELOR, Treasurer. Experienced in national magazine, direct-mail and newspaper advertising. O. A. Klausmeyer, Secretary. Knows mail-order advertising. MISS HAZEL HOLLMAN, Research Director. P. R. HUMK, Merchandising Director. O. A. KLAUSMEYER, JOHN E. KOEFF and SELLS STITES, Space Buyers.

Agency is affiliated with Lynn Ellis Group. Handles forty-five accounts. Three oldest French Bros.-Bauer Co., Rudolph Wurlitzer Co., and Dorst Co. Three largest: LeBlond-Schacht Truck Co., Rudolph Wurlitzer Co., and Cambridge-Wheatley Tile Co. The agency gives counsel and service to general and mail-order advertisers through radio, business papers, outdoor media and direct-mail.

**KELLY, SPLINE & WATKINS, Inc.**

Established 1928

11 West 42nd Street, New York City

Recognition: PPA.

WARREN KELLY, President. R. E. SPLINE, Vice-President. R. N. WATKINS, Secretary and Space Buyer. Executives of this company have had a broad experience, especially in the marketing of products sold through drug stores. Among their two dozen accounts are Borine, Inecto and Marinello.

**KENYON COMPANY, Inc.**

Established 1925

Metropolitan Building, 260 Tremont St., Boston, Mass.

Recognitions: ANPA; PPA; APA.

A. N. KENYON, President. I. N. JELALIAN, Vice-President and General Manager. L. H. GIBSON, Secretary. NATHAN PIKE, Treasurer. EDWIN C. WHITTEMORE, Research Director and Merchandising Director. LESTER H. GIBSON, Space Buyer. Agency has forty accounts. Three oldest are Ault-Williamson Shoe Co., American Institute of Finance, Goodwill Shoe Co. The largest are Ault-Williamson Shoe Co., Whiting & Davis Co. and Moxie Company of America. Gives special attention to radio and direct-mail advertising, also publicity news service. Solicits general, financial, technical and mail-order accounts for which it is exceptionally qualified to service and develop.

**KETCHUM, MacLEOD & GROVE, Inc.**

Est. 1922

2020 Koppers Building, Pittsburgh, Pa.

Member: AAAA.

Recognitions: ANPA; ABP; APA; AHMP.

GEORGE KETCHUM, President. ROBERT E. GROVE, Vice-President and Secretary. E. T. GILES, Vice-President. W. J. THOMAS, Treasurer. All the above men have had continuous experience in advertising work over periods varying from seven to sixteen years. E. T. GILES, Research and Merchandising Director. ROBERT E. GROVE and C. D. BENNER, Space Buyers.

This agency handles nineteen accounts of which the three oldest are Union National Bank of Pittsburgh, National Radiator Corp. and Colonial Trust Co. of Pittsburgh. The three largest are National Radiator Corp., National Fire Proofing Co. and Structural Clay Tile Association. The agency has specialists in business paper and direct-mail advertising and publicity news service. Is well adapted for general, financial, technical, school, resort and mail-order accounts.

**FRANK KIERNAN & CO.**

41 Maiden Lane, New York, N. Y.

Recognitions: ANPA; APA; AHMP.

**JOHN S. KING CO.**

Established 1919

Engineers' National Bank Building, Cleveland, Ohio

Recognitions: ANPA; PPA; ABP; APA; AHMP.

JOHN S. KING, President. Twenty-one years' advertising experience with agencies and national advertisers. JOHN E. WILEY, Vice-President. Fifteen years' experience. EDWARD T. KING, Treasurer. Twenty years' general experience and eight years' agency experience. H. C. PERSONS, Research Director. J. C. BOWMAN, Merchandising Director. H. C. PERSONS, J. C. BOWMAN, T. J. LANG, R. E. ALEXANDER, F. E. BIRMINGHAM, MISS TAYLOR, Space Buyers.

Serves twenty-eight accounts. Three oldest clients are: Wooster Brush Co., Lion Knitting Mills Co., Martin Barriss Co. and three largest are: Packard Electric Co., White Sewing Machine Co., Wooster Brush Co. Specializes in radio, business paper, outdoor, moving picture, and direct-mail media, also publicity news service. Is especially fitted for general, financial, technical, school, resort, mail-order, automotive and architectural accounts.

**GEORGE J. KIRKGASSER & CO.**

Established 1920

400 N. Michigan Avenue, Chicago, Ill.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

GEORGE J. KIRKGASSER, President. LESLIE A. DREW, Vice-



President and Merchandising Director. G. A. KRAMER, Space Buyer.

Twenty-one accounts. Three oldest Cutler-Hammer, Inc., Harnischfeger Corp., Hershey Mfg. Co. Three largest, Cutler-Hammer, Inc., Harnischfeger Corp., Shaler Co. This agency is organized to serve general and technical clients and to advertise effectively through radio, business papers and direct-mail.

**W. S. KIRKPATRICK, ADVG. SERVICE**  
American Bank Building, Portland, Ore.  
*Recognitions: ANPA; APA; AHMP.*

**KIRTLAND-ENGEL CO., Inc.**  
646 No. Michigan Blvd., Chicago, Ill.  
*Recognitions: ANPA; APA; PPA; AHMP.*

**KLAU-VAN PIETERSOM-DUNLAP-YOUNGGREEN, Inc.** Established 1906  
192 Fourth Street, Milwaukee, Wis.  
*Member: AAAA; NOAB; ABC.*  
*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

W. F. DUNLAP, President. C. C. YOUNGGREEN, Vice-President. A. VAN PIETERSOM, Treasurer. G. W. KLAU, Secretary. F. DEWOLFE, Space Buyer.

This agency serves eighty accounts. It has specialists in radio, business paper, outdoor, moving picture and direct-mail advertising, and publicity news service, and is well fitted for general, financial and technical accounts.

**KLING-GIBSON CO.**  
Willoughby Tower, Chicago, Ill.

**PHILIP KOBBE, Inc.**  
19 West 44th Street, New York, N. Y.  
*Member: NOAB.*  
*Recognitions: APA; PPA.*

A personal service agency headed by Mr. KOBBE, who is considered one of the leading sales promotion experts of the country. He is employed by a number of magazine publishers including *Time*, *Needlecraft*, *Christian Herald*, New York Theatre Program Co. to do their promotion work and by the Monel metal division of International Nickels, and others.

**EDWARD D. KOLLOCK** Established 1893  
201 Devonshire Street, Boston, Mass.  
*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

EDWARD D. KOLLOCK, Sole Owner and Space Buyer.  
Agency is especially fitted for general, financial and resort accounts.

**KRAFF ADVERTISING AGENCY** Established 1915  
527 Second Avenue, So., Minneapolis, Minn.  
Branch: Fischer Building, Chicago, Ill. European Representative: T. B. Browne, Inc., New York City.  
*Recognitions: ANPA; ABP; APA; AHMP.*

NORM E. KRAFF, Proprietor. Twenty-three years' advertising and agency experience. MELVIN E. JOHNSON, Research Director. H. McLANE, Merchandising Director. NORM E. KRAFF, MELVIN E. JOHNSON, H. McLANE, W. A. MAHONEY, Space Buyers.

An agency handling one hundred and eight accounts. Three oldest: Berwind Fuel Co., Chippewa Spring Corp., Twin City Separator Co. Three largest: Berwind Fuel Co., Auto-Lectric Speedoor Corp., Reinhard Bros. Has a well-rounded staff devoting particular attention to business paper, radio, outdoor and direct-mail media and publicity news service. This agency gives complete and broad gauged counsel and service that gets results for general, financial, technical, mail-order, coal, radio, grain machinery, road machinery and spring water advertisers.

**KRICHAUM-LIGGETT COMPANY** Established 1920  
Leader Building, Cleveland, Ohio  
*Recognitions: PPA; ABP; APA; AHMP.*

NORMAN KRICHAUM, President. CARR LIGGETT, Vice-President and Treasurer. GEORGE E. FULLERTON, Secretary. CARR LIGGETT and GEO. E. FULLERTON, Space Buyers.

An agency having fourteen accounts. The three largest are Sanymetal Products Co., Hughes-Keenan Co. and Cleveland

Provision Co. Three oldest are Sanymetal Products Co., Central Brass Co. and Reliance Gauge Column Co. The agency is especially fitted for general and technical accounts.

**LAKE-DUNHAM-SPIRO, Inc.** Established 1905  
1711 Exchange Building, Memphis, Tenn.  
*Recognitions: ANPA; PPA; ABP; APA; AHMP.*  
A well-organized agency serving sixty-five accounts.

**LAMBERT & FEASLEY, Inc.** Established 1922  
17 East 49th Street, New York City  
*Member: ABC.*  
*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

J. L. JOHNSTON, President. MARTIN HORRELL, Secretary. WILLIAM P. DAY, Vice-President and Treasurer. GORDON SEAGROVE, Vice-President. WALTER P. LANTZ, Assistant Treasurer and Research Director. R. W. STOWBRIDGE, Auditor. GEORGE C. DIBERT, Space Buyer.

A thoroughly experienced agency well equipped to service general accounts. Particularly efficient in radio, business paper and outdoor advertising. Present clientele: nine. Three oldest: Lambert Pharmacal Co., Fellows Medical Mfg. Co. and Paris Medicine Co. Three largest: Lambert Pharmacal Co., Paris Medicine Co. and McKesson & Robbins.

**LAMPORT, FOX & CO.** Established 1917  
J. M. S. Building, South Bend, Ind.  
*Member: NOAB; ABC.*  
*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

W. K. LAMPORT, President and Space Buyer. Previous to agency work had newspaper, retail advertising, direct-mail and printing experience. H. W. FOX, Space Buyer. Newspaper and retail advertising experience. C. F. PRELL, Space Buyer. Formerly in retail merchandising and direct-mail fields. I. S. DOLK, Space Buyer.

An efficient organization with well-trained staff, giving special attention to radio, business paper, outdoor and direct-mail media. Solicits accounts in diversified fields, and is particularly capable of servicing musical, sporting goods and household appliance business. Now has clientele of fifteen. Of these the three oldest are: McCray Refrigerator Sales Corp., Straube Piano Co. and Chicago Paper Co. Three largest are: Johnson Motor Co., McCray Refrigerator Sales Corp. and Horton Mfg. Co.

For further information, see page 185.

**REED G. LANDIS COMPANY** Established 1913  
26 East Huron Street, Chicago, Ill.  
*Member: NOAB; ABC.*  
*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

REED G. LANDIS, President. DAVID D. COOKE, Vice-President. W. J. CLEARY, Secretary-Treasurer.

This agency handles thirty-six general and technical accounts. Gives special attention to radio, business paper, outdoor and direct-mail advertising and publicity news service.

**LA PORTE & AUSTIN, Inc.**  
274 Madison Avenue, New York, N. Y.  
*Recognitions: ANPA; APA; AHMP.*

**LARCHAR-HORTON COMPANY** Established 1921  
44 Franklin Street, Providence, R. I.  
*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

ELMER S. HORTON, President. Three years' experience as salesman; six years with Providence *Journal and Bulletin*. RAYMOND C. R. NOREN, Vice-President and Space Buyer. Six years with Danielson & Son, advertising agency; three years with Livermore & Knight, lithographers; seven years with present agency. WILLIAM LARCHER, Treasurer. In advertising work since 1905. Has been assistant advertising manager of a department store, advertising manager of a large clothing department store, operator of a retail advertising service. LAWRENCE LANPHER, Secretary and Space Buyer. Formerly newspaper writer and divisional sales manager of a large soap company.

This agency serves twenty-eight accounts, general, financial and technical, the three oldest of which are Nicholson File Co., Apco Mossberg Corp. and Trimont Mfg., Inc. The largest are Nicholson File Co., Stanley Works and Industrial Trust Co.



**LAVIN & CO., Inc.** Established 1927  
700 Statler Building, Boston, Mass.

*Recognitions: ANPA; PPA; APA; AHMP.*

J. L. LAVIN, President and Merchandising Director. Formerly connected with commercial research, Borden Co.; sales department, Thomas J. Lipton Co.; was divisional sales manager, Orange Crush Co.; sales manager, Eastern Advertising Co., and vice-president in charge of sales and advertising, Telephone Corp. of America. E. F. WEBER, Vice-President and Research Director. Graduate Boston University; vice-president, Bates College; seven years' banking experience. E. D. PARENT, Space Buyer. Five years with Glaser & Marks Boston Advertising Agency, two years special publishers' representative; formerly New England sales manager, Noequal Textile Co. and advertising and publicity manager for Hotels Kenmore, Braemore and Wadsworth. E. B. REDFIELD, Account Executive. Associate advertising manager, Phoenix Mutual Life Insurance Co.; associate advertising manager, Carlton Hovey Co.; New England representative for *Liberty Magazine* and New England manager, Churchill Hall Co.

An agency serving fifteen accounts, of which the oldest are G. F. Heublein & Bro., Sprague Specialties Co. and Burnham & Morrill Co. Well equipped to serve general accounts.

**THE LAY COMPANY, Inc.** Established 1920  
420 Lexington Avenue, New York, N. Y.

*Recognitions: ANPA; PPA; APA; AHMP.*

D. M. LAY, President and Treasurer. T. L. CLAPP, Vice-President. J. B. TAFT, Secretary.

**LEDDY & JOHNSTON**  
41 Park Row, New York, N. Y.  
*Recognitions: ANPA; APA; AHMP.*

**WILSON H. LEE ADVG. AGENCY** Est. 1914  
6 Church Street, New Haven, Conn.

*Recognitions: ABP; APA; AHMP.*

WILSON H. LEE, President and Treasurer. Has been in printing business for over forty years. JOHN R. DEMAREST, Secretary. In actual charge of all Lee units since 1913. Thoroughly experienced in printing, advertising and directory publishing. CLAUDE SCHAFFNER, Manager and Space Buyer. Has charge of the Wilson H. Lee Advertising Agency, one of Lee units. In agency work since 1909. J. H. J. ADAMS, Space Buyer.

Twenty-seven clients. Three oldest: Eastern Machine Screw Corp., First National Bank & Trust Co. and Wm. Schollhorn Co. Three largest: Bristol Co., Marlin Firearms Co. and Henry G. Thompson & Son Co. Specializes in radio, business paper and direct-mail advertising. Particularly fitted for financial, technical, school and resort accounts.

**AL. PAUL LEFTON CO.** Established 1924  
North American Building, Philadelphia, Pa.  
*Member: NOAB.*

*Recognitions: ANPA; PPA; APA; AHMP.*

AL PAUL LEFTON. M. S. TUTLEMAN, Research Director. HUGH GENSKE, Merchandising Director. MISS Y. YERKES, Space Buyer.

This agency serves twenty-two accounts and is especially qualified for financial and textile advertising. Among its oldest clients are Horn & Brannen Mfg. Co. and Robinson Products Co. The largest are Topkis Bros. Co., Kirschbaum Clothes, Sixty-ninth Street Community and Booth's Pale Dry Ginger Ale. Individual members of the staff are thoroughly experienced in business paper, radio and outdoor advertising as well as publicity news service.

**LENNEN & MITCHELL, Inc.** Established 1922  
17 East 45th Street, New York, N. Y.

*Member: NOAB; ABC.*

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

J. T. H. MITCHELL, President. P. W. LENNEN, Vice-President. M. T. PERLEY, Second Vice-President. A. L. LYNN, Assistant Treasurer. R. W. ORR, Assistant to President. J. A. FLETCHER, Research and Merchandising Director. MISS C. PARKER and MR. A. H. UDE, Space Buyers.

A well-organized agency serving eight general accounts, the three oldest of which are P. Lorillard Co., Elgin National Watch Co. and International Silver Co. The three largest

are P. Lorillard Co., Tide Water Oil Sales Corp. and Hupp Motor Car Corp.

**AUDLEY K. LEON**  
110 West 34th Street, New York, N. Y.  
*Recognitions: APA; AHMP.*

**H. E. LESAN ADVG. AGENCY** Established 1908  
420 Lexington Avenue, New York City

*Member: AAAA; NOAB; ABC.*

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

H. E. LESAN, President. In addition to twenty-eight years' advertising agency experience he was formerly newspaper editor. JAMES MACKAY, Vice-President and Merchandising Director. Fifteen years' agency experience. Chief of service department, *Dry Goods Economist*. D. W. HENDERSON, Vice-President and Research Director. In agency field twelve years. Formerly connected with advertising department, Curtis & Crowell. CHARLES LANSDOWN, Space Buyer.

A well-equipped agency giving special attention to business paper, outdoor and direct-mail advertising. Is exceptionally well qualified to serve general, financial, school, resort, mail-order, food, medical and transportation business. Now has clientele of forty, of which the three oldest are Standard Textile Products Co., Postal Life Insurance Co. and Guaranty Trust Co. Three largest accounts: Scholl Mfg. Co., Standard Textile Products Co. and New York, New Haven and Hartford R. R.

**LESAN-PRAIGG ADVG. AGENCY, Inc.** Est. 1923  
1304 Lynch Building, Jacksonville, Fla.  
Branches: Times Building, St. Petersburg, Fla.; Graybar Building, New York City and Tribune Tower, Chicago, Ill.

*Member: AAAA; NOAB.*

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

H. E. LESAN, President. In agency field twenty-five years. Connected previously with New York Central R. R., Union Pacific, Postal Life, Knox Gelatine and other national accounts. NOBLE T. PRAIGG, Vice-President. Seventeen years' advertising experience, particularly in farm, food products, clothing, office equipment and community advertising. J. H. EYDELER, Secretary-Treasurer. F. R. SERNETT, Research Director. E. E. GARRISON, Merchandising Director and Space Buyer. G. R. MCCARTHY, Space Buyer.

This is one of the Lesan Advertising Agencies. Handles forty-two accounts. Three oldest are Atlantic Coast Line R. R., Tampa Chamber of Commerce and Orlando Chamber of Commerce. Three largest are St. Petersburg Chamber of Commerce, Atlantic Coast Line R. R., and Florida State Department of Agriculture. Exceptionally qualified to service general, school, resort, mail-order and community accounts. Special attention given to direct-mail advertising and publicity news service.

**LESSING ADVG. COMPANY** Established 1909  
910-15 S. L. Building, Des Moines, Iowa

*Recognitions: PPA; APA; AHMP.*

P. B. LESSING, President. With this company twenty-five years. R. J. Flynn, Secretary. Seventeen years with above organization.

An agency exceptionally qualified to develop general, mail-order and agricultural accounts. Now serves fifty, the three oldest being Berry Seed Co., Western Silo Co. and Galloway Co. The largest: Galloway Co., Earl Ferris Nursery, Wood Bros. Thresher Co. and Western Silo Co.

**H. H. LEVEY**  
1328 Broadway, New York, N. Y.  
*Recognitions: ANPA; PPA; AHMP.*

**ADDISON LEWIS & ASSOCIATES** Established 1920  
1111 Foshay Tower, Minneapolis, Minn.

*Recognitions: ANPA; APA; AHMP.*

ADDISON LEWIS, Merchandising Director and Space Buyer. HARVEY KRUSE, Space Buyer. EDWARD GRUBB, Space Buyer. JANE MCKENNA, Space Buyer.

An agency serving twenty-three accounts. The oldest clients are Northwestern Consolidated Milling Co., Kunz Oil Co. and Red Owl Stores. Specializing in radio and outdoor advertising.

# Personal Service by Principals

LAMPORT, FOX AND COMPANY was established twelve years ago, upon the conviction that advertising agency service is PERSONAL and PROFESSIONAL.

Upon this foundation we have built an organization to serve the specific needs of the advertiser in his entire marketing program, ...beginning with sound merchandising counsel, and carrying through to effective presentation of the sales message in every avenue of approach to the market,

...through the media of newspapers, magazines, direct mail, outdoor display, and radio.

The soundness of this conviction and our success in putting into actual practice a policy of PERSONAL SERVICE BY PRINCIPALS, are attested by the satisfaction of our clients.

We are prepared to extend this service to others interested in an unusual type of agency co-operation. May we submit the evidence? Without obligation to you, of course.

## LAMPORT, FOX AND COMPANY

ADVERTISING • MERCHANDISING

525 J. M. S. Building, South Bend, Indiana

**ADDISON LEWIS & ASSOCIATES—(Continued)**

ing, also publicity news service. Particularly adapted for handling general, financial, technical and mail-order business.

**RAY D. LILLIBRIDGE, Inc.** Established 1898  
8 West 40th Street, New York City

Member: AAAA; NOAB.

Recognitions: ANPA; PPA; ABP; AHMP.

RAY D. LILLIBRIDGE, President. Thirty years' advertising experience, principally industrial. O. A. KENYON, Vice-President. Advertising experience of fourteen years. HENRY ECKHARDT, Executive Vice-President. ALDRICH TAYLOR, Vice-President and Assistant Treasurer. J. N. LILLIBRIDGE, Treasurer. JOS. VESSEY, Secretary and Space Buyer. Twenty-seven years' experience. STUART CAMPBELL, Art Director.

A capable agency now handling seventeen accounts in various fields.

**EMANUEL LINDER ADVG.** Est. 1916  
1457 Broadway, New York City

Recognitions: ANPA; ABP; APA; AHMP.

EMANUEL LINDER, Space Buyer.

This agency specializes in general and mail-order accounts. Has clientele of twenty-five, of which three oldest are Psychic Baseball, Mesnik Bros. and Smith's Knickerbocker Salesrooms. Largest three are Smith's Knickerbocker Salesrooms, Cosmopolitan Fiscal Corp. and Dynafilter Mfg. Co.

**HENRY LINDER ADVERTISING**

1457 Broadway, New York, N. Y.

Recognitions: APA; AHMP.

**LITTLEHALE ADVG. AGENCY, Inc.**

Flatiron Building, 175 Fifth Avenue, New York City

Member: NOAB.

Recognitions: ANPA; APA; AHMP.

PAUL B. LITTLEHALE, President, Treasurer and Merchandising Director. Six years' bank experience; editor and business manager of trade publications. HAGEMAN E. HILTY, Vice-President. Newspaper and real estate experience on Pacific Coast. H. T. HODGSKIN, Vice-President. Merchandising experience with trade papers and retailers. R. ROSSITER, A. J. SLOMANSON, Vice-President. CHAUNCEY RYDER MCPHERSON, Secretary. F. M. WEBER, Assistant Treasurer and Production Manager. ROLAND BARKER, Research Director. The above executives are Space Buyers as well.

This agency has a background that makes it especially fitted for technical, school, resort, real estate, automotive and mechanical, decorative and general accounts. Particular attention is given to radio, business paper, outdoor, moving picture and direct-mail advertising, as well as publicity news service. Now handles approximately sixty accounts, among which the oldest are Banks, Inc., and Tishman Realty & Construction Co. The largest are Julius Tishman & Sons, Warren-Nash Motor Corp. and International Fire Equipment Co.

**LIVERMORE & KNIGHT CO.** Established 1875  
42 Pine Street, Providence, R. I.

Branches: 25 West 43rd Street, New York City and 404 Park Square Building, Boston, Mass.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

HOWARD KNIGHT, Treasurer, General Manager and Merchandising Director. Twenty-five years' merchandising and advertising experience. W. O. HOLT, Vice-President and in Charge Production. Forty years' engraving, designing and printing experience. A. L. DEAN, Vice-President. In selling and advertising field twenty years. R. L. FOSTER, Vice-President. Twenty-five years' advertising and art experience. R. G. INGRAHAM, Vice-President. In educational and advertising work fifteen years. W. B. GOWDEY, JR., Space Buyer in Providence office.

This agency handles approximately twenty accounts, national and local. The three oldest are R. I. Hospital Trust Co., John Hancock Mutual Life Insurance Co. and Franklin Process Co. It is especially fitted for general and technical accounts and has specialists in business paper, outdoor and direct-mail advertising.

**LOCKWOOD-SHACKELFORD CO., Inc.**  
122 East Seventh Street, Los Angeles, Calif.

Recognitions: ANPA; APA; PPA; AHMP.

**LOEWY ADVG. AGENCY**

Established 1900

5 Beekman Street, New York City

Recognitions: ANPA; APA; AHMP.

ARNOLD LOEWY, Owner and Space Buyer. Thirty-five years' advertising and selling experience. HENRY H. LOEWY, Space Buyer. ABE LEWIS, Merchandising Director.

An agency well qualified to handle general, school, resort and mail-order accounts, specializing in advertising through radio, business papers and direct-mail. Now serves fifty-four. The three oldest are Victor Neustadt (Gesundheit), Paul Helfer, Inc., and A. Haschka. The three largest are Fox Square Laundry, Inc., M. Goldsmith Music Shops and Paul Helfer, Inc.

**LOGAN & STEBBINS ADVG. AGENCY** Est. 1922  
1031 South Broadway, Los Angeles, Calif.

Recognitions: ABP; APA; AHMP.

DUDLEY L. LOGAN. In advertising business since 1915. BARTON A. STEBBINS. Previous to establishment of this agency assistant department manager and buyer with Milton G. Cooper Dry Goods Co. ARTHUR W. GUDELMAN, Space Buyer.

A well-equipped agency capable of serving general, financial, school, resort, mail-order and real estate accounts to best advantage. Staff thoroughly experienced in direct-mail advertising and publicity news service. At present handles eighteen accounts, among which the three oldest are Fitzgerald Music Co., H. G. Rath and A. L. Boyden Co. The largest are South Coast Land Co. (Hotel Del Mar and Del Mar Properties), Los Angeles Investment Co. & Subsidiaries and California Consolidated Water Co. Is affiliated with D'Evelyn & Wadsworth.

**LONG ADVERTISING SERVICE** Established 1909  
Realty Building, 19 N. 2nd Street, San Jose, Calif.

Recognitions: APA; AHMP.

ALVIN LONG, Manager and Space Buyer. In newspaper and advertising work twenty-three years. Thoroughly experienced in agricultural accounts.

This agency is a member of the Lynn Ellis Group. Particularly capable of servicing to best advantage general, financial, mail-order and agricultural accounts. At present handles ten accounts, oldest and largest being: John Bean Mfg. Co., Maxwell Mfg. Co. and California Spray-Chemical Co.

**LOOMIS, BEVIS & HALL**

First Trust & Savings Bank, Building, Miami, Fla.

Branch: Atlantic National Bank Building, Jacksonville, Fla.

Recognitions: ANPA; PPA; AHMP.

C. S. HALL, JR., President and Space Buyer. H. E. LOOMIS, Vice-President. G. E. BEVIS, Vice-President, Treasurer and Research Director. A. L. THOMPSON, Secretary and Space Buyer. J. H. HAMMOND, Merchandising Director.

This agency is especially fitted for handling all financial, resort and general advertising. Among its thirty-seven active accounts the three oldest are Raily-Milam Hardware Co., First National and Associated Banks and City of Miami. The three largest are City of Miami, Belivers' in Jacksonville and First National and Associated Banks.

**LORD & THOMAS & LOGAN** Established 1873  
919 N. Michigan Avenue, Chicago, Ill.

Branches: 247 Park Avenue New York City; 151 So. Broadway, Los Angeles, Calif.; 225 Bush Street, San Francisco, Calif.; 400 Hibbs Building, Washington D. C.; 67 Yonge Street, Toronto, Ont., Canada; 1434 St. Catherine Street, West, Montreal, Que., Canada; Victoria Embankment, Surrey House, London, England.

ALBERT D. LASKER, Chairman of Board. L. AMES BROWN, President. RALPH V. SOLLITT, Vice-President, Secretary and Treasurer. FRANK H. FAYANT, Vice-President. ALBERT W. SHERER, Vice-President. O. D. STREET, Vice-President. DON FRANCISCO, Vice-President. L. H. HARTMAN, Vice-President. H. M. GALLOP, Vice-President. WILLIAM FINDLAY, Vice-President. L. M. MASIUS, Executive Secretary. E. E. BULLIS, P. V. TROUP, J. O. BAUER and J. F. QUICK, Space Buyers.

This prominent agency does an international business and is responsible for many outstanding advertising successes.



**R. E. LOVEKIN CORP.**

5 South 18th Street, Philadelphia, Pa.

*Recognition: ABP.*

Industrial and technical accounts exclusively.

**F. J. LOW CO., Inc.**

Established 1922

15 West 44th Street, New York City

*Recognitions: ABP; APA; AHMP.*

F. J. Low, President. Twenty-four years' experience covering executive positions with Bullard Machine Tool Co., Collins Advertising Co., Johns-Manville, Inc., Cheltenham Advertising Agency and Mutual Service Advertising Agency. W. B. DYBERT, Research Director and Secretary. Fifteen years' experience, with H. Koppers Co., F. A. Ensign Advertising Co., Inc., and Nozol Co. Practical mechanical engineer. DOUGLAS MILNE, Vice-President. Has eighteen years' experience. Formerly connected with Johns-Manville, Inc., Gorman Co., Inc., Sells, Ltd., and Hendee Mfg. Co. J. D. MILNE, Merchandising Director. J. COUFALL, Space Buyer.

An agency well equipped to service general, technical and mail-order accounts in a most satisfactory manner. It specializes in business papers as an advertising medium. Is handling twenty accounts, among which the three oldest are Sarco Co., Inc., Consolidated Ashcroft Hancock Co., Inc., and Boggs Mfg. Co.; and the three largest are Consolidated Ashcroft Hancock Co., Inc., Sarco Co., Inc., and Jerry O'Mahoney, Inc.

**EARLE LUDGIN, Inc.**

Established 1927

180 North Michigan Avenue, Chicago, Ill.

*Recognitions: ANPA; PPA; AHMP.*

EARLE LUDGIN, President. Formerly connected with Paul A. Florian Agency and Albert Pick & Co.

This agency serves fifteen accounts in diversified lines. Among clientele the three oldest are Albert Pick-Barth Co., Inc., Clinton Carpet Co. and John Van Range Co. Largest are the Clinton Carpet Co., Mullins Mfg. Corp. and Albert-Pick-Barth Co., Inc.

**LYDDON, HANFORD & KIMBALL, Inc.**

Est. 1904

Branch: 110 East 42nd Street, New York City

*Member: NOAB.**Recognitions: ANPA; PPA; ABP; APA; AHMP.*

CLINTON R. LYDDON, President. Formerly advertising manager, Rochester Stamping Co., then with Johnstone Advertising Agency. SAXE H. HANFORD, Treasurer. Four years in advertising capacity with Eastman Kodak. ABBOTT KIMBALL, Vice-President. Previously connected with Condé Nast and Curtis. RALPH M. COLE, Secretary. At one time assistant advertising manager of Foster Travel Bureau. ROBERT A. WINTHROP, Vice-President. ALFRED E. FOUNTAIN, Vice-President and Head of Building and Architecture Division. Former contractor. ATHERTON PETTINGELL, Vice-President. With Biow Co., Inc., and shoe companies. GEORGE L. COOPER, Space Buyer, New York. LOUISE GELLI, Research Director, Rochester. MABEL B. JOHNSON, Research Director, New York. ROBERT A. WINTHROP, Merchandising Director, Rochester. EDWIN JEFFRIES, Merchandising Director, New York.

Here is a well organized agency exceptionally qualified to secure satisfactory results for technical, building material and equipment, style and general accounts. It specializes in radio, business paper and direct-mail advertising, also publicity news service.

**LYON ADVG. AGENCY**

Established 1918

270 Madison Avenue, New York City

*Member: AAAA.**Recognitions: ANPA; PPA; APA; AHMP.*

JAMES BERNARD LYON, President and Treasurer. R. D. SLAWTER, Secretary. JAMES DE G. GRAVES, Research Director. WEBSTER WAGNER, Merchandising Director and Space Buyer.

This agency is qualified by experience and organization to serve general accounts, particularly those in radio and cosmetic fields. It serves eleven clients, H. G. McFaddin & Co., Magicoal Electric Fires and Ybry, Inc., being the oldest and largest.

**LYNCH & WILSON, Inc.**

Established 1917

Courtland Building, Kokomo, Ind.

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

HARRY M. LYNCH, President. W. G. WILSON, Vice-President. C. B. WILSON, Secretary-Treasurer. FRANCIS C. MILLER, Re-

search Director. RAY A. PETERS, Merchandising Director. THOS. LATHROP, Space Buyer.

An efficient agency handling business in diversified fields, with a staff experienced in securing results through direct-mail advertising. Now serves forty-two accounts, of which the three oldest are Kingston Products Corp., Globe Stove & Range Co. and Kokomo Stamped Metal Co. The largest are Continental Steel Corp., Overhead Door Corp. and Globe Stove & Range Co.

**J. HORACE LYTLE CO.**

Established 1919

333 West First Street, Dayton, Ohio

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

J. HORACE LYTLE, President. Previously connected with Campbell-Ewald & Power, Alexander & Jenkins. S. H. ANKENY, Vice-President and Space Buyer. Formerly with McGraw-Hill and Paris Sewing Machine Co. R. M. COLLETT, Secretary and Space Buyer. With National Cash Register Co. at one time. J. E. ROMIG, Space Buyer. O. A. DIEMER, Space Buyer.

An agency giving very satisfactory counsel and service to accounts of a general nature, and particularly those connected with sport equipment. Has well-trained staff in radio, business paper and direct-mail advertising, also publicity news service. At present handles twenty-three accounts, of which the three oldest are Crawford, McGregor & Canby Co., Davies-Young Soap Co. and Dayton Steel Foundry Co. Its three largest accounts are Crawford, McGregor & Canby Co., A. H. Heisey & Co. and Peters Cartridge Co.

**MACE ADVERTISING AGENCY**

Established 1914

Lehmann Building, Peoria, Ill.

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

M. J. MATUSAK, Space Buyer. J. M. SMITHSON, Merchandising Director. C. J. MILLER, J. F. FELLAY, A. BURHANS.

An agency handling thirty-one accounts of which the three oldest are Holden Co., Love Mfg. Co. and R. Herschel Mfg. Co. The three largest are Keystone Steel & Wire Co., Altorfer Bros. Co. and Preferred Oil Burners, Inc. Employs specialists in business paper advertising and publicity news service. Especially fitted for general, technical, mail-order and agricultural accounts.

**EDWIN A. MACHEN CO.**

Established 1925

1135-37 Ohio Building, Toledo, Ohio

Branch: 1111 Guarantee Title Building, Cleveland, Ohio

*Member: AAAA; NOAB.**Recognitions: ANPA; PPA; ABP; APA; AHMP.*

EDWIN A. MACHEN, President and Treasurer. Twenty-nine years' advertising agency and general business experience. Formerly of Machen & Dowd Co. FRANK J. MCGINNIS, Vice-President. Four years' agency and six years' general business experience. M. O'MALLEY, Secretary. Eight years in agency and general business fields. E. A. MACHEN is Space Buyer in Toledo. F. J. MCGINNIS, Space Buyer in Cleveland.

This agency serves twenty-five accounts. Its three oldest clients are Mennel Milling Co., Banting Mfg. Co., and Paragon Refining Co. The three largest are Simplex Piston Ring Co., Lake Erie Metal Products Co. and Consolidated Rubber Co. Has specialists in radio, business paper, outdoor and direct-mail advertising, and publicity news service. Is especially fitted for general, financial, technical, mail-order and automotive accessory accounts.

**W. B. MacKENNEY CO.**

Established 1922

1830 Arch Street, Philadelphia, Pa.

*Member: NOAB.**Recognitions: ANPA; APA.*

W. B. MacKENNEY, Merchandising Director. C. R. CASSIDY, J. C. EBERT, Research Director and Space Buyer. H. WENZEL.

An agency well qualified by experience and organization to handle food and grocery accounts. Employs specialists in radio, outdoor and direct-mail advertising and publicity news service. The oldest of its fifteen accounts are Supplee-Wills-Jones Co., Chas. W. Young & Co., P. J. Ritter Co., Alex Sheppard & Son.

**MacKENZIE, GOLDBACH & BERDAN, Inc.**

Est. 1927

Huron Building, Toledo, Ohio

*Recognitions: PPA; ABP; APA; AHMP.*

E. J. MacKENZIE. Fifteen years in advertising, business, and promotional work. E. F. Goldbach, Space Buyer. Eleven years in advertising, five years' editorial work. H. P. BERDAN,

**MacKENZIE, GOLDBACH & BERDAN, Inc.—**  
(Continued)

Space Buyer and Merchandising Director. Thirteen years' business and advertising experience. R. A. KRAUS. Ten years in advertising field. L. W. WOLFERT, Research Director. Handles eleven accounts, the three oldest being Swartzbaugh Mfg. Co., Dura Co., Wm. L. Urachel Lime & Stone Co. The three largest are National Tent & Awning Mfgs. Assn., Dart Boats, Inc., C. A. Mauk Lumber Co. Has specialists in business paper and outdoor advertising, also publicity news service. Especially fitted for general and association advertising accounts.

**MAC MANUS, Inc.**

Established 1916

Fisher Building, Detroit, Mich.

Branches: Toledo, Los Angeles, San Francisco, Seattle and New York.

Member: NOAB.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

THEODORE F. MACMANUS, President and Treasurer. ARDEN YINKEY, Vice-President. E. J. STEINER, Secretary and General Manager. EMIL HOFSOOS, Research Director. M. J. CASEY, Merchandising Director. WM. H. LARKIN, Head of Media Department. H. G. SELBY and ELMER W. FROELICH, Space Buyers.

This is one of the leading agencies in the country, serving twelve accounts, the oldest and largest of which are the Fisher-Body Corp., Champion Spark Plug Co. and Cadillac Motor Car Co. The agency has a well-trained staff organized to meet the requirements of general advertisers and thoroughly familiar with radio, business paper, outdoor and direct-mail advertising and publicity news service.

**MacMARTIN ADVG. AGENCY**

Est. 1904

Security Building, Minneapolis, Minn.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

MacMARTIN, President and Treasurer. JOSEPH MACGAHERAN and E. C. NORDEN, Service Managers and Space Buyers. B. N. RIBBLE, Production Manager. C. W. CONAUGHY, Art Director. G. N. FOLAND, Librarian.

Serves fourteen accounts, the three oldest being Federal School of Illustrating, Carpenter & Clarke and Perfection Mfg. Co. The three largest are Federal School of Illustrating, Carpenter & Clarke and Minnesota Valley Canning Co. This agency is especially fitted for general, technical, mail-order, food and agricultural accounts.

**MADISON ADVERTISING SERVICE**

Est. 1920

347 Fifth Avenue, New York City

E. V. MADISON, Principal. Broad experience in newspaper work, selling and advertising. K. MAWHINNEY, Space Buyer. This personal service agency acts as advertising manager for its clients, which are restricted to advertisers in the industrial, institutional, class and trade fields. Most of the clients served spend a moderate amount for advertising, ranging from \$5,000 to \$30,000. Serves about sixteen clients, seven of whom have been with the agency since its organization in 1920: Archer Rubber, Henry Kelly & Sons, George Ehlenberger & Co., Seamless Rubber Co., Anthony Co., J. A. Deknatel & Son, Inc., and Marbeloid Co.

For further information, see page 190.

**THE MAGGART CORPORATION**

203 North Wabash Avenue, Chicago, Ill.

Recognitions: ABP; APA; AHMP.

**JOHN LEE MAHIN**

Established 1929

41 East 42nd Street, New York, N. Y.

Recognitions: ANPA and PPA pending.

MR. MAHIN established this agency just as we go to press. During the years 1898-1916 he was the active head of the Mahin Advertising Co. of Chicago. After disposing of this interest he moved to New York and from 1916-25 was director at large of Federal, where he headed such campaigns as Ingersoll Watches, Edison Phonographs and Canadian Pacific Hotels and Cruises. From 1925 to January 1, 1929, he was vice-president of the Street Railway Advertising Co., where he handled a million-dollar sales department payroll, and established a marketing data department and the two excellent Collier House Organs. The first advertising campaigns of a number of national advertisers, such as Hart, Schaffner & Marx, Cream of Wheat, and Carnation Milk were conceived and directed by Mr. Mahin. His new agency will be of the personal service type, stressing sound marketing before adver-

tising. His successful experience and financial responsibility should qualify him for publishers' recognition.

**JAY H. MAISH CO.**

Established 1920

400 S. Main Street, Marion, Ohio

Recognitions: ABP; APA; AHMP.

JAY H. MAISH, President. E. L. BUSH, Treasurer. M. HARLOW, Secretary. J. HOWARD SWINK, Vice-President and Space Buyer.

An agency serving sixteen accounts, the three oldest of which are Huber Mfg. Co., Howard Paper Co., Galion Allsteel Body Co. The three largest are Huber Mfg. Co., Fate-Root-Heath Co., Howard Paper Co. Has specialists in radio, business paper and direct-mail advertising. Is especially fitted for general and technical accounts.

**MANKE-OSBORNE ADVERTISING**

Established 1923

326-27 Dwight Building, Kansas City, Mo.

Recognitions: PPA; ABP; APA; AHMP.

F. W. OSBORNE, General Manager and Owner. Ten years in advertising agency work: one year with W. B. Finney Advt. Co.; three years with Gray Advertising Co.

This agency serves ten accounts, the three oldest of which are Standard Publishing Co., Postal Life & Casualty Insurance Co., Pierce Co. The three largest are Postal Life & Casualty Insurance Co., Commercial Airways, Standard Publishing Co. Specializes in outdoor and direct-mail advertising, also publicity news service. Is especially fitted to handle general, school, resort, and mail-order accounts.

**CONKLIN MANN, Inc.**

Established 1922

18 East 48th Street, New York City

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

CONKLIN MANN, President. Eighteen years' advertising experience. C. TYLER KELSEY, Vice-President. Nine years' advertising experience. G. W. Freeman, Vice-President. Has had ten years' experience in advertising. ARNOLD BREAKEY, Vice-President. Twelve years' advertising experience. STANLEY WILDRIECK, Secretary, Research and Merchandising Director. Ten years in advertising field. HOWARD SAYRE, Space Buyer.

An agency handling seventeen accounts, with specialists in radio, business paper, outdoor and direct-mail advertising, also publicity news service. The three oldest clients are D'Andrea Bros., Butterick Publishing Co., and Title Guarantee & Trust Co. The three largest are Oneida Community, Ltd., General Cigar Co. (White Owl), and Butterick Publishing Co. Specializes in general, financial, drug, and grocery advertising.

**MANTERNACH CO.**

Established 1914

55 Allyn Street, Hartford, Conn.

Member: NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

MISS HELEN W. RAWSON, Space Buyer.

**MANUFACTURERS' PUBLICITY CO.**

30 Church Street, New York, N. Y.

Recognitions: APA; AHMP.

**MARGON-ROBINSON CO.**

Lincoln Building, Louisville, Ky.

Recognitions: APA; AHMP.

**MARKS ADVERTISING CO., Inc.**

45 West 34th Street, New York, N. Y.

Recognitions: ANPA; AHMP.

**MARSCHALK & PRATT, Inc.**

Established 1923

369 Lexington Avenue, New York City

Recognitions: ANPA; PPA; ABP; APA; AHMP.

HARRY C. MARSCHALK, President and Treasurer. Twenty-two years' experience in advertising and selling. WILBUR E. JOHNSON, Vice-President. Twenty-one years' advertising and selling experience. S. L. MEULENDYKE, Secretary. Thirteen years in advertising and selling field. EDWARD C. STOVER, JR., Research and Merchandising Director. GEORGE L. TRIMBLE, Space Buyer.

An agency organized to give counsel and service to general, industrial, textile and technical advertisers. Serves sixteen accounts, the three oldest being Globe Automatic Sprinkler Co., International Nickel Co., and Provident Mutual Life Insurance Co. The largest, International Nickel Co., International Paper Co., and Koppers' Seaboard Coke Co.



# Moulding the Minds of the Masses

**I**N 1920, a far-seeing statistician with a large financial institution collected some facts and made a deduction therefrom.

*His facts were right. His deduction was wrong.*

He proved that in 1914 manufacturers in the United States produced twenty-five billions of dollars in products. That in 1920 the aggregate was one hundred billions. That allowing twenty-five per cent for increased prices there was left at least three times as much merchandise to be consumed in 1920 as in 1914.

His deduction was that the motor car industry would be the first to feel the inevitable slump. He thought people would buy necessities and economize on luxuries. He was wrong.

*Like General Foch, the motor car manufacturers attacked more vigorously when disaster faced them.*

They commandeered brains, skill and taste in every direction in designing new models, adding new accessories, introducing new designs and colors into upholstery, body and chassis. They developed balloon tires. They inaugurated installment buying. They overlooked nothing in their advertising which would tend to make everybody feel that automobiles were essential to health, progress and happiness in every way.

Mr. and Mrs. Public bought new and higher priced cars. The one manufacturer who was intrenched by selling more mileage per dollar was forced to abandon his monopoly and compete in style, color, design, and "new fangled" features.

Mr. and Mrs. Public bought fewer shoes, hats, clothes and furniture. They moved into smaller quarters. They dispensed with servants to a large extent.

*The unadvertised lines of business suffered most.*

Are you doing all you can, and should do, directly or cooperatively, to mould the minds of the masses to your industry as a whole?

Are you doing all you can to make a sellers' market for your own efforts, even if your industry as a whole, is functioning in a buyers' market?

*Is a market anything else than a "controlled state-of-mind" of a group of people?*

Are you doing all you can and should do to maintain the right "state-of-mind" in your own organization and in that of every other group of individuals which has anything to do in distributing what you produce to those who finally consume it?

Is your sales promotion work segregated from your producing and distributing efforts or are all of them planned to harmoniously function in intelligent and enthusiastic cooperation?

All these questions I will gladly discuss with any reputable institution whose product or service is worthy of the utmost appreciation.



**JOHN LEE MAHIN . . . ADVERTISING**

41 East 42nd Street, N. Y. :: Phone: Murray Hill 8994



**E. H. MARSH ADVERTISING AGENCY**

Besse Building, Springfield, Mass.

Recognitions: *APA; AHMP.***THE MARX-FLARSHEIM CO., Inc.**

565 Fifth Avenue, New York, N. Y.

Recognitions: *ANPA; APA; AHMP.***MASSENDALE ADVG. AGENCY, Inc.**

249 Peachtree Street, Atlanta, Ga.

Member: *AAAA; NOAB; ABC.*Recognitions: *ANPA; PPA; ABP; APA; AHMP.*

Est. 1896

St. ELMO MASSENDALE, President. Founder of agency and still active executive head. W. R. MASSENDALE, Vice-President and General Manager. Connected with this agency twenty-three years. C. S. MONTAYNE, Research and Merchandising Director. MORRIS WEINSTEIN, Space Buyer.

This agency is serving forty accounts, of which the three oldest are Georgia Military Academy, H. G. Hastings Co., and McNeel Marble Co. The three largest are Atlanta Biltmore Hotel, Georgia Military Academy and H. G. Hastings Co. The agency specializes in general, financial, technical, school, resort and mail-order advertising.

**MATHEWS, RYDER and INGRAM, Ltd.**

1404 Franklin Street, Oakland, Calif.

Recognitions: *APA; AHMP.*

ROBERT L. INGRAM, Research Director. ROSS H. RYDER, Space Buyer.

This agency, formerly Ross H. Ryder Advertising Agency, is a member of the Lynn Ellis Group. It has specialists in direct-mail advertising and publicity news service. Especially fitted for general, financial and technical accounts. Handles twelve accounts of which the three oldest and largest are Meyer Bros., Wickham Hovers, Inc., and Pacific Electric Motor Co.

**PAUL MATHEWSON, Inc.**

545 Fifth Avenue, New York City

Recognitions: *PPA; APA; AHMP.*

Established 1924

PAUL MATHEWSON, President. ELMER ELLSWORTH, JR., Vice-President. S. M. PEICHERT, Treasurer. A. M. MINNICK, Merchandising Director.

Successor to Mathewson & Sinclair. Handles twenty accounts, the three largest of which are Doubleday Doran & Co., Literary Guild of America, James Boring's Travel Service. The three oldest are Doubleday Doran & Co., Walter J. Black, Educational Press. Has specialists in direct-mail advertising. Well fitted for general and mail-order accounts.

**MATOS ADVG. CO., Inc.**

Bulletin Building, Philadelphia, Pa.

Member: *AAAA; NOAB; ABC.*Recognitions: *ANPA; PPA; APA; AHMP.*

Est. 1908

WILLIAM W. MATOS, President. Has had thirty-five years' experience in newspaper and advertising work. E. B. MATOS, Vice-President. J. H. HUGHES, Secretary. Twenty years' secretarial experience. H. R. BARNES, Research Director. M. W. THOMPSON, Space Buyer.

Seventeen principal accounts, the three oldest being C. A. Voorhees, pharmaceutical; Quaker City Rubber Co., Moore Push-Pin Co. The three largest are Baldwin Locomotive Works, Quaker City Rubber Co., Kensington Trust Co. The agency employs specialists in business paper, outdoor and direct-mail advertising as well as publicity news service and is particularly adapted for general, financial, technical, school and resort accounts.

**MATTESON-FOGARTY-JORDAN CO., Inc.**

Est. 1919

307 North Michigan Avenue, Chicago, Ill.

Member: *AAAA; NOAB; ABC.*Recognitions: *ANPA; PPA; ABP; APA; AHMP.*

JESSE F. MATTESON, President. C. C. FOGARTY, Vice-President and Treasurer. W. A. JORDAN, Secretary. These men are Research and Merchandising Directors as well. T. W. DAVIS and E. G. TANSY, Space Buyers.

This agency serves thirty accounts, the three oldest of which are Babson Bros., Malleable Iron Range Co. and Wing & Son. The largest are Premier Malt Products Co., Kellogg Switchboard & Supply Co., Melatte Cream Separator Co. It has specialists in radio, business paper and outdoor advertising. Especially fitted for general, technical, school, resort and mail-order accounts.

**MAXON, Inc.**

Established 1927

8353 East Jefferson Avenue, Detroit, Mich.

Recognitions: *ANPA; PPA; APA; AHMP.*

LOU R. MAXON, President and Merchandising Director. Has been in various branches of advertising field since 1916, writing copy, building retail advertising copy, selling publication space and publishing newspaper. Served as advertising manager of R. H. Fyfe & Co. In 1924 joined Localized Advertising Corp., devoting major time to market analysis, merchandising and building of direct-mail advertising. SEARLE HENDER, Vice-President and Space Buyer. Thoroughly experienced in advertising. Connected with *Chicago Inter-Ocean* and *Chicago Record Herald* for several years. Associate editor of *Popular Mechanics Magazine*, during which time he did special work for several large advertisers and agencies. Advertising manager of the *Winnipeg Tribune*. Established *Detroit Motor Times*. Following this, became member of George M. Savage Advertising Agency. VERNON F. BOWMAN, Secretary and Treasurer. Seven years' auditor for different business concerns. Five years' treasurer of Localized Advertising Corp. A. CRAIG SMITH, Research Director.

This agency handles fifteen accounts. Its three largest and oldest clients are Holland Furnace Co., Berry Bros., Inc., and Tanglefoot Co. It is especially fitted for general accounts, with specialists in business paper and direct-mail advertising.

## Perhaps You Have Looked For Just Such an Agency

THE Madison Advertising Service, founded in 1920, is a personal service agency for advertisers within a few hours' ride from New York.

A quasi-professional service is rendered including counsel . . . preparation of space and mail and dealer's literature . . . necessary production and placing . . . relieving the advertiser of detail work . . . and maintaining a satisfactory standard in his public voice.

**Operation**

Account solicitors are not employed, glad-

handling expense is eliminated, detail duties for campaigns are transacted by mail, messenger or telephone, and many other individualities of operation tend toward economy. As a result the service it gives the modest advertiser cannot be measured on a comparative basis with that which can be given, profitably, by the more cumbersome organization having heavy contact, staff and overhead expenses. It has no standard plan or system of advertising but creates the campaign to fit the product and its market. An art department is operated for illustrating clients' campaigns.

**Clientele**

Seven firms have been served continu-

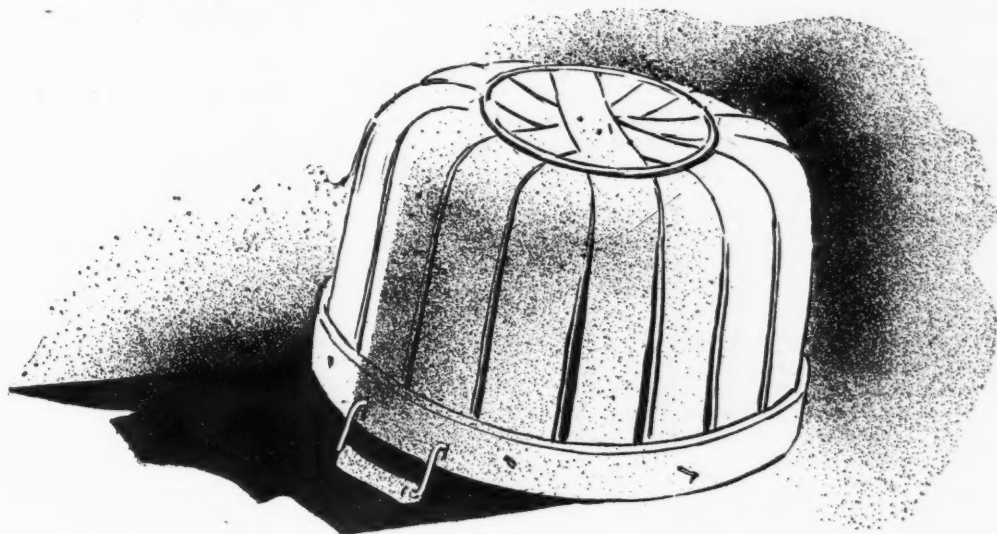
ously since 1920, its first year. Competing accounts are not accepted.

The Madison Advertising Service will interest the advertiser who is marketing in specialized sales fields or centralized trade areas . . . who knows his own markets and makes his own sales plans so does not desire trade investigation or personal field work . . . whose advertising expenditure is prudent . . . and who is sufficiently *ad-* *u-* *c-* *a-* *t-* *e-* *d-* *a-* *t-* *e-* *d-* *to* realize that on such appropriations, fractional space and low priced media, commissions alone cannot constitute sufficient compensation for conscientious, careful service.

*Inquiries are invited from Sales Managers or Principals . . . and their answer will be free from all "high-pressure" taint.*

### MADISON ADVERTISING SERVICE

347 FIFTH AVE. NEW YORK CITY



# This Is the Bushel

Under Which  
We Refuse  
to Hide  
Our Light

**A**N UNREAD "advertisement" is not only a waste of money—it is not, properly, an advertisement. No matter how much space you pay for, you are not *advertising* unless your copy is read. The light which this agency refuses to hide is its record of advertisements read. We know they were read because they requested a definite action of the reader and the action followed with almost unbelievable regularity.

It is our premise that simple, direct statements of whatever the matter in hand, so arranged that no logical prospect shall pass them by, produce the greatest volume of valuable results.

An extensive experience with keyed copy and the use of coupons over a period of years have taught us the value of a forceful, direct, intimate approach to all advertising problems. It has been our good fortune to prepare advertisements which have set

new records for results; for Brief English Systems—in *The American Magazine*, for the Literary Guild—in *Cosmopolitan* and *The Literary Digest*, for Doubleday, Doran & Company, Inc.,—in *The New York Times Sunday Book Section*. Advertisements prepared by this agency have been cited by the Macfadden Publications—in *Keyed Copy*, by *Milline Costs and Review* in its selection of the best advertisements of the year. Being human, we have sponsored signal failures as well, but it is our belief that the balance is considerably in our favor.

In short, it is the province of this agency to prepare advertising that will be read, that will distinguish the advertiser from all others in his field in the minds of the readers, that will cause the reader to respond exactly as the advertiser wishes.

We hesitate to call this to your attention, but you have yourself read this notice, you know.

Murray Hill 10451

PAUL MATHEWSON, INCORPORATED

General and Mail Order Advertising

545 FIFTH AVE., NEW YORK CITY



**MAYS-WILLIAM CO., Inc.**  
Mutual Building, Charlestown, W. Va.  
Recognitions: ANPA; AHMP.

**WILLIAM DOUGLAS McADAMS** Established 1924  
360 N. Michigan Avenue, Chicago, Ill.  
Recognitions: ANPA; PPA; APA; AHMP.

This agency gives service to accounts in diversified fields and particularly those of a technical nature. Among its clientele the largest are E. R. Squibb & Sons, Vitavose and Van Camp Packing Co. The agency specializes in radio and business paper advertising, also publicity news service.

**THE H. K. McCANN COMPANY** Established 1912  
285 Madison Avenue, New York, N. Y.  
Offices: Chicago, Cleveland, Denver, Los Angeles, San Francisco, Seattle, London, Paris, Berlin.  
Member: AAAA; NOAB; ABC.  
Recognitions: ANPA; PPA; APA; ABP; AHMP.

H. K. McCANN, President. H. L. PALMER, Vice-President. HARRISON ATWOOD, Vice-President. H. Q. HAWES, Vice-President. M. S. ACHENBACH, Vice-President. RAYMOND ATWOOD, Vice-President. C. OLMSTEAD, Vice-President. E. O. PERRIN, Vice-President. L. E. FIRTH, Vice-President. E. D. HILL, Treasurer. H. A. DOOLITTLE, Assistant Treasurer. KATHRYN H. KELLY, Secretary.

This agency employs 359 people in its offices and its more than 94 clients are divided into groups, such as food products group, drug products group—each group headed by an officer of the company or a leading staff member. The agency has done valuable pioneering work in developing a service agreement which sets down, in a most complete fashion, the service to be rendered and compensation. Among its accounts are: Beech-Nut, Borden, Nujol, Flit, Chesebrough, Perfection Stove, Del Monte, Hawaiian Pineapple and several units of the Standard Oil Co. Ten of this agency's accounts have been with it for over fifteen years; an additional six for over ten years; and an additional twenty-four for over five years. Affiliated with Cockfield, Brown & Co., Ltd., of Montreal and Toronto.

**McCARTY CO.** Established 1919  
122 East 7th Street, Los Angeles, Calif.  
Member: NOAB.  
Recognitions: ABP; APA; AHMP.

T. T. McCARTY, Owner. PHILLIP BARNES and RUSSELL OSTRANDER, Space Buyers.

An agency organized to obtain results for industrial, technical and mail-order advertisers. Specializes in business paper and direct-mail advertising and publicity news service. Has clientele of thirty-five, including among its oldest the Arrowhead Springs Co., Pacific Ready-Cut Homes, Inc., and Axelson Machine Co. Among its largest are Axelson Machine Co., Patterson-Ballagh Corp. and Byron Jackson Co. (Oil Tool Division Only).

**C. P. McDONALD CO., Inc.** Established 1923  
1776 Broadway, New York City  
Member: NOAB.  
Recognitions: ANPA; PPA; ABP; APA; AHMP.

C. P. McDONALD, President, Research and Merchandising Director and Space Buyer. Eighteen years' advertising experience. RAYMOND CARTER, Vice-President and Research Director. In advertising field eight years. Head of art department, High School of Commerce, New York City, fifteen years. W. W. GEISELER, Secretary-Treasurer and Space Buyer. Eighteen years in diversified branches of advertising field.

This agency solicits general accounts and particularly those with a technical or mail-order connection. Serves thirty-eight clients in various fields. Gives special attention to radio, business paper, outdoor, moving picture and direct-mail advertising.

**McFARLAND PUBLICITY SERVICE** Est. 1907  
Harrisburg, Pa.  
Recognitions: ANPA; PPA; APA; AHMP.

J. HORACE McFARLAND, President. C. W. DAVIS, Vice-President. E. C. THOMPSON, Treasurer. E. FRED ROWE, Secretary and Space-Buyer.

This agency has a good background for agricultural and mail-order advertising. Handles twenty-five accounts, of which

the three oldest are Glen St. Mary Nurseries, Farr Nursery Co. and Hicks' Nurseries.

**HAYS McFARLAND & CO.**  
No. 6 Michigan Avenue, Chicago, Ill.  
Recognition: PPA.

HAYS McFARLAND, President. G. E. WALLIS, Vice-President. FAYE MILLARD, Treasurer.

This agency, formerly Low, Graham & Wallis, serves nearly a dozen national accounts including Dur-O-Lite Pencils and Zenith Radio Corp.

**THE EUGENE McGUICKIN CO.**  
1600 Arch Street, Philadelphia, Pa.  
Recognitions: ANPA; APA; PPA; AHMP.

**McJUNKIN ADVERTISING CO.** Established 1905  
228 No. La Salle Street, Chicago, Ill.  
Member: AAAA; NOAB; ABC.  
Recognitions: ANPA; PPA; ABP; APA; AHMP.

WM. D. McJUNKIN, President. Previous to establishing this agency was advertising manager of several department stores for ten years. DWIGHT CHAPMAN, Vice-President and General Manager. In advertising field thirty-four years. Connected with above agency twenty years. S. N. BECKER, Secretary-Treasurer. Officer of this agency nine years. Formerly eight years with Lord & Thomas Advertising Agency. GORDON BEST, Vice-President. With above agency twenty years. JAMES W. EGAN, Vice-President. Member of this organization since 1916. Previously conducted own agency. JOSEPH H. FINN, Vice-President. Associated with this agency eleven years. Was president of Nichols-Finn Advertising Co. W. W. GARRISON, Vice-President. Formerly advertising manager, Hudson Motor Car Co. and officer, Nichols-Finn Advertising Co. Member of this agency since 1918. F. W. HARVEY, JR., Vice-President. Was business manager of *Extension Magazine*. With agency four years. IRVING M. TUTEUR, Vice-President. Joined this organization in 1912. HAROLD O. MORRIS, Research Director. S. N. BECKER, Merchandising Director. FRANK B. AVERY and ELLEN ANDERSON, Space Buyers.

A well-organized agency with thoroughly experienced staff, handling accounts in a wide diversity of fields. Particularly fitted for advertising through radio, outdoor and moving picture media. At present serves ninety-two clients, of which the three oldest are Commonwealth Edison Co., Philip Henrici Co. and Pluto Water. The three largest are Stewart-Warner Corp., W. A. Sheaffer Pen Co. and A. Stein & Co. (Paris Garters).

**HOMER McKEE CO., Inc.**  
320 North Meridian Street, Indianapolis, Ind.  
Recognitions: ANPA; APA; PPA; AHMP.

**McLAIN SIMPERS ORGANIZATION** Est. 1909  
1214 Stock Exchange Building, Philadelphia, Pa.  
Member: AAAA; NOAB; ABC.  
Recognitions: ANPA; PPA; ABP; APA; AHMP.

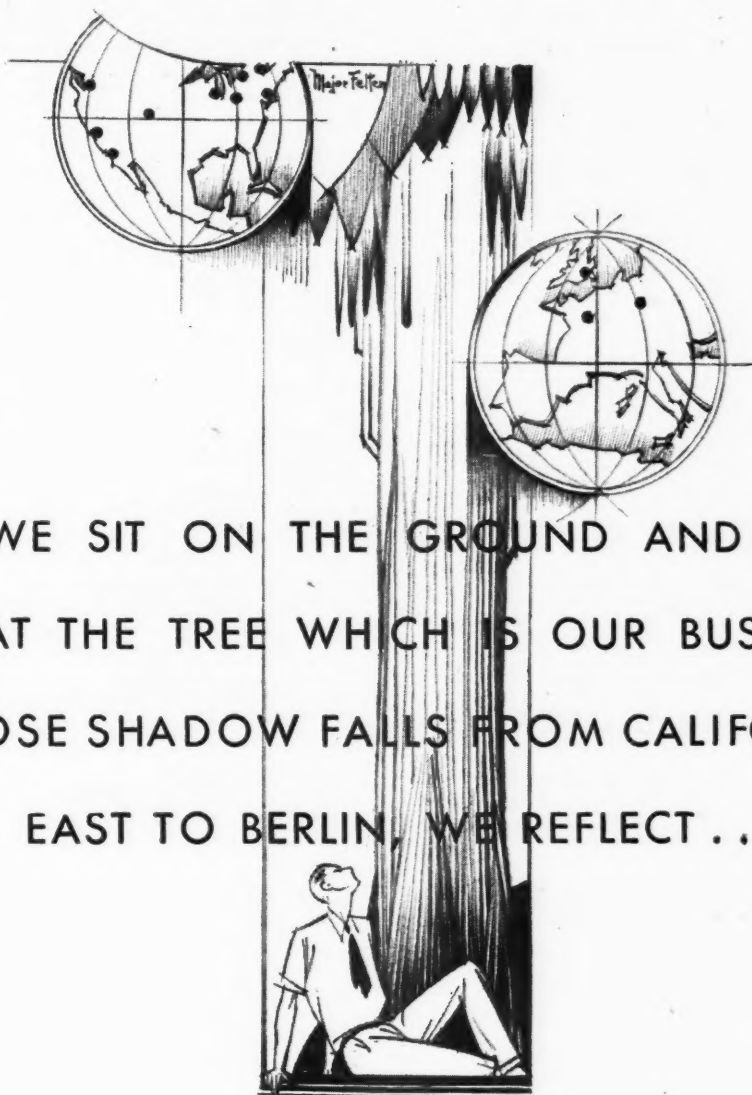
W. R. McLAIN, President. Thirty-two years' agency experience. Formerly with Viennet Advertising Agency. R. S. SIMPERS, Vice-President and Treasurer. In agency field twenty years. J. E. McGIFFERT, Secretary and Research and Merchandising Director. Previously with C. Ironmonger Advertising Agency and Frank Presbrey Co. FLORENCE M. DART and E. A. SCHENCK, Space Buyers.

An organization that gets results for general accounts placed through it and particularly those of a financial or technical nature, radio, business paper, outdoor, moving picture and direct-mail advertising. Now serves twenty accounts. The oldest are American Pulley Co., Stokes & Smith Co. and Yarnell-Waring Co. The largest, Spencer Heater Co., Dodge Motor Boat Works and Individual Drinking Cup Co.

**McMANUS-O'REGAN AGENCY**  
227 Broadway Market Building, Detroit, Mich.  
Recognitions: ANPA; AHMP.

**ROBERT M. McMULLEN CO., Inc.**  
522 Fifth Avenue, New York, N. Y.  
Recognitions: ANPA; APA; PPA; AHMP.





AS WE SIT ON THE GROUND AND LOOK  
UP AT THE TREE WHICH IS OUR BUSINESS,  
WHOSE SHADOW FALLS FROM CALIFORNIA  
EAST TO BERLIN, WE REFLECT...

that a 17 years' growth so gratifying, which includes many clients served continuously over long years, indicates possibly five things. Sound principles underlying the advertising we produce. Satisfaction with the kind of service we offer. A correct form of organization that can render individual painstaking service in spite of our size. Good people. Stability.



THE H. K. **McCann** COMPANY  
ADVERTISING

NEW YORK • CHICAGO • CLEVELAND • SAN FRANCISCO • LOS ANGELES • SEATTLE  
DENVER • MONTREAL • TORONTO • LONDON • PARIS • BERLIN

**PHILIP J. MEANY CO.,** Established 1922  
210 West Seventh Street, Los Angeles, Calif.  
*Recognitions: ABP; APA.*

This agency serves fifteen accounts, the three oldest and largest of which are California Crushed Fruit Corp., California Common Brick Mfgs.' Assn. and Mountain States Life Insurance Co. This agency specializes in radio, business paper, outdoor and direct-mail advertising and publicity news service. Especially fitted to handle general, financial, technical, school, resort and mail-order accounts.

**MEARS ADVERTISING, Inc.**  
250 Park Avenue, New York, N. Y.  
*Recognitions: ANPA; APA; PPA; AHMP; NOAB.*

**MEEK & WEARSTLER** Established 1921  
Salow Building, Youngstown, Ohio  
*Recognitions: PPA; ABP; APA; AHMP.*

PARK MEEK, President. ALBERT WEARSTLER, Art Director. ROBERT MEEK and R. M. THOMPSON, Space Buyers.

An agency handling twenty-three accounts. The three largest are Sharpsville Boiler Works Co., Union Drawn Steel Co., and Sterling Oil Co. Oldest clients are Lawson Mfg. Co., Sharpsville Boiler Works and Union Drawn Steel Co. Particularly adapted for general and mail-order accounts.

**MENKEN ADVERTISING, Inc.** Established 1925  
67 West 44th Street, New York City  
*Recognitions: ANPA; PPA; AHMP.*

HAROLD D. MENKEN, President. MORTON FREUND, Vice-President. E. DURAR SUCKERT, Secretary. ROBERT LEVENSON, Research Director. A. R. BELMAN, Space Buyer.

Gives counsel and service to forty clients, the oldest of which are New York Electrical School, Max Kurzrok & Co., Consolidated Film Industries, Inc. The three largest are G. R. Kinney Co., Inc., Consolidated Film Industries, Inc., J. W. Smith & Sons.

**J. C. MENKIN**  
303 Fifth Avenue, New York, N. Y.

A personal service agency. MR. MENKIN has had practical and successful experience in handling many types of accounts. Among his clients are the W. S. Ponton Co. and the Einson-Freeman Co.

**METROPOLITAN ADVERTISING CO.** Est. 1901  
11 Broadway, New York, N. Y.  
*Member: NOAB.*  
*Recognitions: ANPA; APA; AHMP.*

C. L. YOUNG, President. H. D. ADAIR, Vice-President and Secretary. M. G. LYNCH, Treasurer. W. J. MACINNES, Research and Merchandising Director. H. D. ADAIR, J. L. SCHIFFMAN, Wm. H. SAUL, L. O. FISKE, Space Buyers.

An agency with between three hundred and four hundred clients, among which three oldest are M. Trilety, J. P. Morgan & Co., Corporation Trust Co. The three largest are John Muir & Co., Dry Dock Savings Bank, National Cash Credit Corp. Particularly equipped to serve financial, medical and savings banks accounts, with specialists in business paper advertising.

**MICHAELS & HEATH, Inc.** Established 1912  
420 Lexington Avenue, New York City  
Branch: 1200 Widener Building, Philadelphia, Pa.  
*Member: AAAA; NOAB; ABC.*  
*Recognitions: ANPA; PPA; APA; AHMP.*

HARRY C. MICHAELS, President. Operated own agency since 1912. HORTON H. HEATH, Vice-President and Treasurer. Connected with this agency for six years. Formerly assistant advertising manager of the Larkin Co., Buffalo. F. G. METTEE, Secretary. Eleven years with this agency. Ten years in direct by mail advertising. MURRAY SAMUELS, Space Buyer.

This agency handles thirty-five general accounts, the three oldest being Hennafoam Corp., Michaels, Stern & Co. and Teco Foods, Inc. The largest are Julian & Kokenge Co., Joseph P. Day and Lionel Trading Co.

**A. EUGENE MICHEL & STAFF** Established 1909  
132 West 31st Street, New York City  
*Recognitions: ABP; APA; AHMP.*

A. EUGENE MICHEL, Proprietor.  
An agency particularly equipped to handle engineering and technical accounts. Specializes in business paper advertising.

**MIDLAND ADVG. AGENCY** Established 1923  
904 St. Paul Building, Cincinnati, Ohio  
*Recognitions: ANPA; PPA; ABP; AHMP.*

CLEM B. RIESENBECK. J. F. KOONS, JR., Merchandising Director.

This agency has twelve accounts. It is particularly fitted to serve general, radio, medical and food accounts and has specialists in radio advertising as well as publicity news service. The three oldest clients are Kodel Electric & Mfg. Co., American Beauty Malt Co. and Churngold Corp. The largest are Cooper Corp., Mosby (Konjola) Medicine Co. and Kodel Electric & Mfg. Co.

**MILLER ADVERTISING AGENCY**  
122 East 42nd Street, New York, N. Y.  
*Recognitions: APA; AHMP.*

**MILLER AGENCY COMPANY** Established 1907  
2144 Madison Avenue, Toledo, Ohio  
*Member: ABC.*  
*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

C. E. MILLER, President and Space Buyer. Twenty years' agency experience. D. HEER, Vice-President, Space Buyer, and Research and Merchandising Director. Nine years' experience in agency work. H. G. BORGESS, Secretary. In agency work eighteen years.

This agency is well qualified to handle general and mail-order accounts and specializes in advertising through direct-mail. It serves twelve accounts, the oldest being Rex Spray Companies, Long Eskins Co. and Dr. Denton Sleeping Garment Mills Co.

**ALLEN G. MILLER CO.** Established 1925  
Murray Building, Grand Rapids, Mich.  
*Recognitions: PPA; ABP; AHMP.*

ALLEN G. MILLER, Space Buyer. Has had experience in newspaper work as editor and copy writer. Agency principal for twenty years. GERALD M. HENRY, Research Director. MAURICE R. QUICK, Space Buyer.

An agency concentrating on general, financial, mail-order and furniture accounts with specialists in business paper and direct-mail media. Also specializes in publicity news service. Among oldest accounts are Auto Kamp Trailer Co., Century Furniture Co. and Old Kent Bank. The largest accounts are Knappe & Vogt Mfg. Co., Robert W. Irwin Co. and Old Kent Bank.

**HENRY E. MILLAR CO.**  
301 Rives-Strong Building, Los Angeles, Calif.  
*Recognitions: APA; AHMP.*

**JOHN THOMAS MILLER**  
267 Fifth Avenue, New York, N. Y.  
*Recognitions: APA; AHMP.*

**MILLER-KNOPF, Inc.**  
8 East Long Street, Columbus, Ohio  
*Recognitions: APA; AHMP.*

H. M. MILLER, President. S. L. MILLER, Vice-President. R. W. KNOPF, Secretary-Treasurer and Space Buyer. Sixty-five accounts including Automatic Ironer Co., Columbus Dispatch, Exact Weight Scale Co. and Model Aircraft Co.

**MILLIS ADVERTISING COMPANY**  
Peoples Bank Building, Indianapolis, Ind.  
*Member: NOAB; ABC.*  
*Recognitions: ANPA; PPA; APA; AHMP.*

FRED MILLIS, President. C. J. PETTINGER, Executive Vice-President. J. M. REED, Treasurer. R. W. SPARKS, Vice-President. Charge of Research and Space Buying. ROBERT E. HALL, Secretary. NORMAN HEFFRON, Vice-President. Charge of Advertising Production. L. J. WILSON, Assistant Secretary and Treasurer.

This agency has ten association cooperative accounts, the three oldest of which are Society of American Florists & Ornamental Horticulturists, American Bottlers of Carbonated Beverages, and Laundryowners' National Association of U. S. and Canada. The three largest are Laundryowners' National Association, National Retail Furniture Dealers' Association and Society of American Florists. The agency specializes in national association and cooperative advertising.

**MILNE-RYAN-GIBSON, Inc.** Established 1923  
410-12 Central Building, Seattle, Wash.

*Recognitions: ANPA; APA; PPA; AHMP.*

R. P. MILNE, President and Space Buyer. Eleven years' agency experience. How J. RYAN, Vice-President and Space Buyer. For sixteen years advertising director of transportation accounts. DAN W. GIBSON, Secretary. Spent five years with advertising agency and ten years as advertising director of trade publications. J. DONALD MILNE, Treasurer. Connected with advertising agency work five years.

Serves fifteen accounts. Three oldest are C. C. Filson Co., Schoenfeld Bros., Inc., and Pacific Steamship Co. Three largest are Pacific Steamship Co., Roman Meal Co. and Seattle Chamber of Commerce. Specializes in business paper and direct-mail advertising. Is recommended for general, financial, school, resort and transportation accounts.

**DAN B. MINER CO.** Established 1911  
Petroleum Securities Building, Los Angeles, Calif.

*Member: AAAA; NOAB; ABC.*

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

DAN B. MINER, President. MORRIS R. EBERSOLE, Vice-President, Account Executive and Merchandising Director. With this agency five years. Business manager of *San Francisco Journal* one year. Four years' advertising manager of Federal Boiler & Supply Co.; seven years' manager of copy and plan department of J. Walter Thompson Co., eight years' advertising manager of American Radiator Co. W. F. HANNAFORD, Secretary, Treasurer and Space Buyer. Has supervision of office management. MISS ISABEL MOSES, Account Executive. Connected with this organization nine years. MRS. SUSAN E. MINER, Director.

An agency serving fifteen accounts, of which the three oldest and largest are Western Auto Supply Co., Gilfillan Bros., Inc., Ungar & Watson, Inc. Well equipped to handle general and technical accounts. Has specialists in business paper advertising.

**MITCHELL ADVERTISING AGENCY, Inc.** Est. 1903  
1018 Nicollet Avenue, Minneapolis, Minn.

*Member: AAAA; NOAB; ABC.*

*Recognition: ANPA; PPA; ABP; APA; AHMP.*

J. H. MITCHELL, President, Treasurer and Merchandising Director. Twenty-eight years' experience in selling and advertising. E. W. SANN, Vice-President. Twenty-seven years' experience. R. W. FOULKE, Secretary. C. W. BROWN, Research Director. H. N. HOISYE, Space Buyer.

A leading agency in the west serving one hundred accounts, and especially fitted for general, technical, school, resort and mail-order business. Has specialists in business paper advertising. Among its large clientele the three oldest are Minneapolis Bedding Co., Minneapolis Knitting Works and Minnesota Linseed Oil Paint Co. Largest are Kari-Keen Mfg. Co., Albertson & Co., Federal Schools, Inc., and Russell Miller Milling Co.

**MITCHELL, FAUST, DICKSON & WIELAND, Inc.**  
7 So. Dearborn Street, Chicago, Ill.

*Member: AAAA; NOAB; ABC.*

*Recognitions: ANPA; APA; APP; AHMP.*

This agency, formerly known as the Mitchell-Faust Advertising Co., Inc., has recently changed its name to the above. ERNEST I. MITCHELL continues as President and PAUL E. FAUST as treasurer. JOHN A. DICKSON and M. V. WIELAND have each been with the agency for four years as Secretary and Vice-President.

The agency handles about thirty-seven accounts of all kinds including general, automotive, clothing, financial, etc. It is especially fitted for food accounts.

**BYRON G. MOON CO., Inc.** Established 1914  
Proctor Building, Troy, N. Y.  
Branches: 40 Worth Street, New York City, and Utica, N. Y.

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

BYRON G. MOON, President. Six years with United Shirt & Collar Co., five years advertising director Knit Underwear Association of America, four years director Associated Glove Crafts and director of Standard Brand Service. EDWARD WALKER, Vice-President. Has had twenty years' advertising experience. WM. W. BRESLIN, Vice-President. V. D. MILLIKEN, Secretary and Merchandising Director. Eight years in

agency and merchandising work. L. R. BRESLIN, Research Director. R. K. MEIXSELL, Space Buyer.

Here is an agency that can increase sales for textile and men's wear manufacturers. Also solicits general accounts. Has specialists in publicity news service. Handles seventeen accounts. Three oldest: Hall, Hartwell & Co., Kenwood Mills and Fuller & Warren Co. Largest: Kenwood Mills, Associated Knit Underwear Mfgs. of America and Norwich Knitting Co.

**JOHN J. MORGAN ADVG. AGENCY, Inc.** Est. 1914  
60 Batterymarch Street, Boston, Mass.

*Member: AAAA; NOAB.*

*Recognitions: ANPA; PPA; APA; AHMP.*

JOHN J. MORGAN, President, Merchandising Director and Space Buyer. Formerly one year advertising manager of Consolidated Steamship Lines; six years advertising manager, N. Y., N. H. & H. R. R.; six years member editorial staff *New York Herald*. GORDON D. GILBERT, Vice-President and Research Director. Babson Institute research and statistical training. Printing salesman four years. M. C. ROSE, Space Buyer.

This agency now serves twenty accounts, the three oldest being George E. Marsters, Inc., Whiting Milk Companies and American Felt Co. The largest are George E. Marsters, Inc., Whiting Milk Companies and Walker-Gordon Laboratory Co. The agency has specialists in radio and business paper advertising and is especially fitted for general, financial, school, resort and mail-order accounts.

**MORGAN-TODD CO.** Established 1919  
Mansfield, Ohio

*Recognitions: ABP; APA.*

JOHN C. MORGAN, President and Space Buyer. Previous to establishing this agency spent ten years in sales and contract work, architectural engineering and construction. COLEMAN B. TODD, Secretary. Engaged ten years in engineering work and four years with Cleveland School of Art prior to formation of agency. E. F. VAN DYKE, Research Director and Space Buyer. R. E. McCOMBS, Space Buyer.

Has sixteen accounts. The three oldest and largest are Roderick Lean Co., Fate-Root-Heath Co. and Perfection Steel Body Co. Agency has specialists in business paper and direct mail media and is particularly adapted for general, technical, mail-order, industrial and agricultural accounts.

**PHILIP MORRIS ADVG. SERVICE, Inc.**  
1st National Bank Building, Chicago, Ill.

*Recognitions: APA; AHMP.*

**MORRIS-HARRIS ADVERTISING CO.** Est. 1924  
400 N. Michigan Avenue, Chicago, Ill.

*Recognitions: ANPA; PPA; APA; AHMP.*

M. B. SILVERMAN, President. Seventeen years' advertising experience. I. J. ROSENBLUM, Vice-President. E. H. HARRIS, Secretary-Treasurer and Space Buyer. In advertising field nineteen years.

Giving service to thirty accounts of which three oldest are Metro Electric Co., Royal Blue Stores and Reva Corporation. Three largest are Metro Electric Co., Delta Specialty Co. and McCarrie School of Mechanical Dentistry. Has an adequate and well-trained staff that gets results for general, technical and mail-order accounts.

**MORRIS & JONES, Inc.** Established 1921  
General Motors Building, 57th Street and Broadway, New York City.

*Recognitions: ABP; APA; AHMP.*

FRANK G. MORRIS, President. ALFRED F. JONES, Vice-President and Treasurer. BELMONT A. FREIWALD, Secretary and Space Buyer. O. B. BRIGGS, Research Director.

Handles eighteen accounts of which three oldest are D. H. Burrell & Co., Inc., B. G. Pratt Co. and A. W. Wheaton Brass Works. Three largest are Synthetic Nitrogen Products Corp., Wilson Welder & Metals Co., Inc. and Bridgeport Hardware Mfg. Corp. An agency thoroughly experienced to serve general, financial, technical, mail-order and agricultural accounts and having specialists in business paper and direct-mail media.

**MOSER & COTINS** Established 1914  
10 Hopper Street, Utica, N. Y.

*Member: AAAA; NOAB; ABC.*

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

THEODORE E. MOSER, Partner. Worked for *McClure's Magazine*, served as advertising manager for several large manufac-



**MOSER & COTINS—(Continued)**

turers, solicited for Trade Journal Group, did agency work and established own agency. **ARTHUR S. COTINS**, Partner. Started as salesman for carriage and automobile accessory house, was production department manager for manufacturer and obtained copy writer experience in several agencies. Last fifteen years have been spent in building up this agency. **G. VERONICA WELCH**, Space Buyer.

Now handling thirty-one accounts. Its three oldest are **C. J. Lundstrom Mfg. Co.**, **American Separator Co.** and **Duofold Health Underwear Co.** Three largest are **American-LaFrance** and **Foamite Corp.**, **General Cable Corp.** and **Mohawk Valley Cotton Mills**. Is specializing in general and technical accounts.

**MOSES ADVERTISING SERVICE**

Munsey Building, Baltimore, Md.

Recognitions: ANPA; APA; AHMP.

**MOSS-CHASE CO.** Established 1911

425-27 Franklin Street, Buffalo, N. Y.

Member: ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

**J. B. CHASE**, President and Space Buyer. **E. S. Moss**, Vice-President. **S. C. Moss**, Secretary-Treasurer and Space Buyer. **E. J. FELT** and **G. A. CLAUS**, Space Buyers.

An agency qualified to serve general, financial, school, resort, technical and mail-order accounts. Now handling thirty-five accounts.

**RUDOLPH MOSSE INTERNATIONAL ADVG. AGENCY**

U. S. A. branch: 420 Lexington Avenue, New York City

See German section.

**J. P. MULLER & CO., Inc.** Established 1903

220 West 42nd Street, New York City

Recognitions: ANPA; APA; AHMP.

**J. P. MULLER**, President and Treasurer. Has had over thirty years' experience, having spent eighteen years with the *New York Tribune* prior to establishing own agency. **H. J. SCHNITZER**, Secretary and Director. His experience in agency work covers more than thirty years. With this agency since its formation. **F. J. HUGHES**, Executive and Director. **J. A. BENJAMIN**, Executive and Director. **A. M. SULLIVAN**, Space Buyer.

This agency serves two hundred accounts of various kinds. Among clientele are listed **Belasco Theatre**, **Wm. Fox Film Corp.**, **Metro-Goldwyn Film Corp.**, **Universal Films** and other large theatrical concerns as well as **Howard Clothes**, **Atlantic Coast Airways** and **Crescent Aircraft**. Formerly specialized in theatrical advertising but now solicits and works in close cooperation with accounts in diverse fields.

**C. N. MULLICAN CO.** Established 1921

U. S. Trust Bldg., Louisville, Ky.

Recognitions: ANPA; ABP; APA.

**C. N. MULLICAN**, Owner and Space Buyer. Has been in selling and general agency field for twenty-two years. **MARK K. STARK**. Ten years' experience. **GEO. M. STAPLES**, Space Buyer. In selling and general agency field fourteen years. **WAYNE LOWD**. Four years' retail selling and general agency experience.

An agency particularly successful in handling general, technical and mail-order accounts. Has specialists in business paper and direct-mail advertising. At present serving twelve clients. Three oldest: **Period Cabinet Mfg. Co.**, **Swann-Abram Hat Co.** and **Kurpees Paint Co.** Largest three: **Kentucky Rock Asphalt Co.**, **Period Cabinet Mfg. Co.** and **Indiana Cotton Mills**.

**MULLINS ADVERTISING AGENCY**

Security Building, Kansas City, Mo.

Recognitions: APA; AHMP.

**MUMM-ROMER-JAYCOX CO.** Established 1901

33 No. Grant Ave., Columbus, Ohio

Recognitions: ANPA; PPA; ABP; APA; AHMP.

**WM. M. MUMM**, President. Thirty years' advertising experience. **C. L. JAYCOX**, Vice-President, Research and Merchandising Director. Spent twelve years as advertising manager in various lines and eleven years with this agency. **H. E. ROMER**, Secretary and Treasurer. Connected with this agency since establishment. **L. J. SULLIVAN**, Space Buyer. All the executives are space buyers.

Forty-eight accounts. Three oldest: **New Idea Spreader Co.**, **F. E. Myers & Bro. Co.**, and **McGregor Bros. Co.** Three

largest: **Cleveland Tractor Co.**, **F. E. Myers & Bro. Co.** and **John H. Swisher & Son** (King Edward cigars). Agency specializes in general, technical, mail-order and agricultural accounts.

**CARROLL DEAN MURPHY, Inc.** Established 1917

35 East Wacker Drive, Chicago, Ill.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

**CARROLL DEAN MURPHY**, President. Twenty-six years' business and selling experience, including engineering, advertising and managing. Was editor-in-chief business books **A. W. Shaw Co.** and chief associate editor of *System*. **FRANK R. SCHWENGEL**, Vice-President. Nineteen years in industrial field, production, management, sales and advertising, including several years as executive of large agency. **MYRON T. HARSHAW**, Vice-President. Fourteen years' business experience and twenty-six months' army service. Seven years' work as salesman, sales correspondent and sales and advertising manager. **F. A. NEIGHBORS**, Space Buyer.

Agency specializes in general, financial and technical accounts. Serves twenty-eight including **Walker Vehicle Co.**, **Arrow Head Steel Products Co.** and **Guardian Trust Co.**

**MURRAY HILL ADVERTISING AGENCY**

200 East 23rd Street, New York, N. Y.

Recognitions: ANPA; AHMP.

**JOHN F. MURRAY ADVG. AGENCY, Inc.**

578 Madison Avenue, New York, N. Y.

Recognitions: ANPA; APA; PPA; AHMP.

**MUTUAL SERVICE CORP.**

140 Cedar Street, New York, N. Y.

Recognitions: ANPA; APA; AHMP.

**MYERS and GOLDEN, Inc.**

420 Lexington Avenue, New York, N. Y.

Recognitions: ANPA; ABP; PPA; AHMP.

**EDWARD N. NATHAN ADVG. AGENCY** Est. 1921

489 C of C Bldg., Los Angeles, Calif.

Branches: 964 Phelan Bldg., San Francisco, Calif., and 303 Orpheum Bldg., Seattle, Washington.

Recognitions: ANPA; AHMP.

**A. ALWORTH**, Space Buyer. An agency handling general accounts and specializing in radio advertising and publicity.

**MAURICE H. NEEDHAM CO.** Established 1924

360 No. Michigan Ave., Chicago, Ill.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

**MAURICE H. NEEDHAM**, President, Treasurer and Merchandising Director. Nine years' advertising agency experience. Three years general manager **Barrett-Cravens Co.** Sales manager **MacWhyte Co.** Two years manager of the advertisers' service bureau of **A. W. Shaw Co.** **MELVIN BRORBY**, Secretary and Research Director. Spent three years with **A. W. Shaw Co.**, four years in university research work in Europe and Asia and two years with advertising agency. **OTTO R. STADELMAN**, Space Buyer.

This agency is well organized to serve general accounts. Among the oldest are: **Eagle Picher Lead Co.**, **People's Trust & Savings Bank** and **Mitchell, Hutchins & Co.** The largest are: **Eagle Picher Lead Co.**, **Bookhouse for Children** and **Bernard Hewitt & Co.** Has specialists in radio, business paper, outdoor and direct-mail advertising.

**NESBITT SERVICE CO.** Established 1911

850 Euclid Ave., Cleveland, Ohio

Member: NOAB.

Recognitions: ANPA; ABP; APA; AHMP.

**K. A. NESBITT**, President, Treasurer and Merchandising Director. Previous to operating own agency served as sales and advertising manager of large national companies. **M. C. NESBITT**, Secretary and Research Director. Has been in agency field since 1918. **PAUL GEBHART**, Vice-President and Art Director. Ten years' agency experience.

Handles twenty accounts. Especially adapted to serve general, financial, school, resort and mail-order accounts. Specializes in publicity news service. Oldest clients are **Cleveland & Buffalo Transit Co.**, **Neal Fireproof Storage Co.** and **Educational Supply Co.**

**JAMES F. NEWCOMB & CO.,**

330 Seventh Avenue, New York, N. Y.

**JAMES F. NEWCOMB**, President. **CHARLES E. ALBERS**, Vice-

President. EMANUEL SCHWARTS, Vice-President. H. R. COOPER, Secretary and Treasurer.

This organization owns and operates a completely-equipped printing plant. Specializes in direct-mail campaigns. Lists among its general advertising clients Louis Bossert & Sons, Davol Rubber Co. and Triangle Conduit Co.

**NEWELL-EMMETT CO.** Established 1919

40 East 34th St., New York City.

Branch: 525 Market Street, San Francisco, Calif.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

C. D. NEWELL, President. BURTON EMMETT, Vice-President. W. H. BEATTY, Vice-President. L. D. MAHON, Vice-President and Merchandising Director. R. L. STROBRIDGE, Secretary. F. H. WALSH, Treasurer and Space Buyer. H. H. WALSH, Research Director. E. S. CAMPION, H. S. ESCUDIER and H. F. McEvoy, Space Buyers.

A well-organized agency handling seven accounts. Among its oldest are Liggett & Myers Tobacco Co., Western Electric Co., and Loose-Wiles Biscuit Co. Experienced to serve general and technical accounts in particular.

For further information, see page 199.

**J. H. NEWMARK, Inc.**

250 West 57th Street, New York, N. Y.

Recognitions: ANPA; APA; PPA; AHMP.

**CHARLES F. W. NICHOLS CO., Inc.**

14 East Jackson Blvd., Chicago, Ill.

Recognitions: ANPA; APA; AHMP.

**NORTHWESTERN ADVG. AGENCY**

Est. 1902

23 East 6th Street, St. Paul, Minn.

Recognitions: ANPA; APA; AHMP.

Serving fifty accounts in diversified lines.

**O'CONNELL-INGALLS ADVG. AGENCY** Est. 1921

100 Boylston Street, Boston, Mass.

Member: AAAA; NOAB.

Recognitions: ANPA; PPA; ABP; AHMP.

JOHN F. O'CONNELL. In newspaper and advertising business twenty-three years. ARTHUR W. INGALLS. Twenty years in advertising field. GEORGE M. NUTTING, Research Director and Space Buyer. THOMAS J. KEAVY, Merchandising Director. ROBERT S. PERRY, Space Buyer.

This agency serves sixteen accounts. Its three oldest and largest are United Shoe Machinery Corp., Bird & Son, Inc., and Joseph Burnett Co. Specializes in radio, business paper, and direct-mail advertising and publicity news service. Is particularly fitted for general, technical, mail-order and business and trade paper accounts.

**JOHN W. ODLIN CO., Inc.**

Printers Building, Portland Street, Worcester, Mass.

Recognitions: PPA; ABP; APA; AHMP.

JOHN W. ODLIN, President. Twenty-five years' experience in general publicity. Formerly advertising manager, Wickwire Spencer Steel Corp. and Wright Wire Co. ELLIS K. HEATH, Vice-President and Merchandising Director. In advertising work seven years during which time he was salesmanager, Ridgley Protective Insurance Co. MRS. RITA C. DEVLIN, Research Director. RUTH G. MARSH, Space Buyer.

Successful returns are secured by the above agency for accounts in all fields and particularly those having a technical background. Of the twenty-two accounts handled the three largest are Norton Co., Morgan Construction Co. and B. F. Perkins & Son, Inc. The three oldest are Hill Clothes Dryer Co., Norton Co., and Union Water Meter Co.

**P. F. O'KEEFE ADVG. AGENCY, Inc.** Est. 1905

45 Broomfield Street, Boston, Mass.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

P. F. O'KEEFE, President. Forty years' agency experience. W. C. SAMPSON, Treasurer and Space Buyer. Thirty years' experience. M. L. HARRISON, Secretary. Eight years' experience. H. R. PALMER, Merchandising Director.

Serves twenty-two accounts. Three oldest: Colt's Patent Fire Arms Mfg. Co., Landers, Frary & Clark and M. J. Whittall Associates, Ltd. Three largest: Landers, Frary & Clark, M. J. Whittall Associates, Ltd., and Heywood-Wakefield Co. Particularly fitted for general and technical accounts, with specialists in radio and business paper advertising, also publicity news service.

## A NEW ENGLAND Advertising Agency

Devoted to the interests of  
New England  
National Advertisers

Serving among other clients:



United Shoe  
Machinery  
Corporation

Established 1899



Tubular Rivet &  
Stud Company

Established 1872



Bird & Son  
inc.

Established 1795



Munroe  
Shoe Company

Established 1923



Joseph Burnett  
Company

Established 1845



The  
Silex Company

Established 1916



The Elliott  
Addressing  
Machine Co.

Established 1900

## O'Connell-Ingalls ADVERTISING AGENCY

JOHN F.  
O'CONNELL



ARTHUR W.  
INGALLS

100 BOYLSTON ST. BOSTON

Member of the A. A. A. A. Established 1920



**C. J. OLIPHANT ADVG. AGENCY, Inc.** Est. 1916  
175 Fifth Avenue, New York City.

*Recognitions: ANPA; APA; AHMP.*

C. J. OLIPHANT, President and Space Buyer. G. W. OLIPHANT, Vice-President. ARTHUR SWEETSER, Secretary. HUGH M. SMITH and M. P. TAYLOR, Space Buyers.

This agency serves sixty-one accounts. Its three oldest are Harvard University Press, Swedenborg Foundation, Inc., and MacMillan Co. The three largest are MacMillan Co., Harcourt Brace Co. and F. A. Stokes Co. Has specialists in business paper advertising and publicity news service and is adapted particularly for general, technical, school, resort and book accounts.

**C. J. OLLENDORF CO.** Established 1923  
75 E. Wacker Drive, Chicago, Ill.

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

C. J. OLLENDORF, President and Space Buyer. Eighteen years' agency experience. Formerly with Lord & Thomas, Erwin, Wasey & Co. and Henri, Hurst & McDonald. OTTO HIGHFIELD, Secretary and Space Buyer. Sixteen years' experience. PAUL OLLENDORF.

Serving fifteen accounts in diversified lines. Specializes in radio and direct-mail advertising.

**OLMSTED-HEWITT, Inc.** Established 1923  
1200 Second Avenue, South, Minneapolis, Minn.

*Recognitions: ABP; APA; AHMP.*

WARD H. OLMSTED, President and Treasurer. Ten years' advertising, selling and merchandising experience. C. C. HEWITT, Vice-President. Five years in advertising and selling field. ALAN M. SHEARER, Secretary. Six years' experience, advertising and selling. CHARLES IRA BROWN, Space Buyer.

At present serving twenty-one accounts. Three oldest: Crown Iron Works Co., American National Association and Burma-Shave Co. Three largest: Crown Iron Works Co., Architects' Small House Service Bureau and Marr Oil Heat Machine Corp. Well fitted for handling general, financial, technical, mail-order, architectural and allied accounts. Specializes in business paper and direct-mail advertising.

**OLSON & ENZINGER, Inc.** Established 1919  
800 Century Bldg., Milwaukee, Wisc.

*Member: NOAB.*

*Recognitions: ANPA; PPA; APA; AHMP.*

GEORGE ENZINGER, President. Sixteen years' experience in the advertising business, preceded by two years' general business training in banking and insurance fields. Advertising connections include advertising promotion work for fifteen metropolitan newspapers; manager of Copy, Service and Art Departments of Barron G. Collier, Inc., street car advertising; and manager of copy and service departments of two advertising agencies. C. F. BENNETT, Vice-President. Formerly associated with Chas. H. Fuller Co., Conde Nast, Rand McNally & Co. and Lord & Thomas. Was president of Koch Co. five years. F. M. MORRISON, Vice-President. With S. F. Bowser & Co. in charge of advertising for twelve years. Connected with General Electric Co. in engineering department. Advertising manager of Cyclone Fence Co. E. W. FEDERER, Secretary-Treasurer and Space Buyer. Twelve years' advertising experience. M. LENTZNER, Research Director.

At present serving twenty-eight accounts. Is especially fitted for general and technical accounts. Specializes in radio, business paper and outdoor advertising and publicity news service.

**O'MALLEY ADVG. & SELLING CO., Inc.** Est. 1912  
244 Washington Street, Boston, Mass.

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

CHARLES O'MALLEY, President and Treasurer. Forty-three years' experience. JOHN U. RILEY, Vice-President. Fifteen years' experience. WILLARD F. DELUE, Secretary. Twelve years' experience. ARTHUR F. SISSON, Research Director and Space Buyer. JOHN U. RILEY, Merchandising Director and Space Buyer. M. MAXWELL, Space Buyer.

A large agency serving ninety-two accounts, among which the three oldest are Hotchkiss Co., Security Fence Co. and Weber Lumber & Supply Co. The three largest are Stetson Shoe Co., Briggs-Maroney Co. and Great Atlantic & Pacific Tea Co. Is especially adapted to handle general, financial, technical, school, resort, mail-order and broadcasting accounts. Specializes in radio, business paper and direct-mail advertising, also publicity news service.

**OSBORNE-GLENN ADVERTISING AGENCY**  
510 Continental Building, Oklahoma City, Okla.

*Recognitions: APA; AHMP.*

**OSWALD ADVERTISING AGENCY, Inc.** Est. 1920  
Integrity Building, Philadelphia, Pa.

*Member: AAAA; NOAB.*

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

CHAS. A. OSWALD, President and Treasurer. EARL W. JAMES, Vice-President. WESLEY M. ECOFF, Vice-President. GEO. SHIPPS, Secretary.

This agency, a member of the Lynn Ellis Group, serves about twenty accounts in diversified branches of business, devoting particular attention to the banking, clothing, insurance, real estate and building fields, in which its executives have had substantial experience. It is especially competent to handle general, financial, technical, school, resort and mail-order accounts and is interested in direct selling.

**PACE COMPANY** Established 1914  
14 East Jackson Blvd., Chicago, Ill.

*Recognitions: ANPA; APA; AHMP.*

C. A. PACE, Research Director. ANDERSON PACE, Merchandising Director. W. W. PACE. R. A. PACE. L. P. FREEMAN, Space Buyer.

This agency is especially adapted to serve general and financial accounts. Gives special attention to business paper and direct-mail advertising, also publicity news service.

**L. E. PAGE ADVG. AGENCY** Established 1924  
Richmond Trust Bldg., Richmond, Va.

*Recognitions: APA; AHMP.*

LAURENCE E. PAGE. In advertising work since 1915.

This agency solicits general accounts and is particularly efficient in handling mail-order and local personal service business.

**S. HUGH PAINE**  
210-12 Federal Square Bldg., Grand Rapids, Mich.

*Recognitions: APA; AHMP.*

S. HUGH PAINE, President. Thirteen years' experience in agency work and about ten years' direct literature production work. IRVING F. ROGERS, Secretary and Treasurer. Certified public accountant and auditor.

This agency does a general service business covering about ten picked accounts.

**PALMER ADVERTISING AGENCY**  
220 Broadway, New York, N. Y.

*Recognitions: APA; AHMP.*

**DANIEL E. PARIS** Established 1920  
80 Boylston Street, Boston, Mass.

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

DANIEL E. PARIS, Proprietor. Twenty-five years' advertising experience. SHERMAN B. PARIS. Twenty years in advertising field, specializing in automotive and technical accounts. Miss LUCY M. CURTIS, Space Buyer. In agency work ten years. JULIAN M. SNYDER, Merchandising Counsel and Director of Research. Seven years' newspaper and field research experience. WINFIELD KNOWLES, Copy Chief. Ten years' newspaper and agency experience.

This agency is organized to meet the requirements of general and technical advertisers. It gives special attention to radio and business paper advertising as well as publicity news service. Among its oldest and largest clients are W. F. Young, Inc. (Absorbine, Jr.), Vellumoid and Carter's Ink Co. At present serves five accounts.

**PARIS & PEART** Established 1927  
369 Lexington Avenue, New York City.

*Recognitions: ANPA; PPA; APA; AHMP.*

B. J. PARIS. A. G. PEART. JULES PRIMM, Research Director. J. H. REHM, Merchandising Director. E. J. COGAN, Chief Space Buyer. H. UYLOTT and D. A. HOOKER, Space Buyers.

This agency has a well-rounded staff, with a strong representation from the food advertising field. It advertises through radio, business papers, outdoor media, moving pictures, direct-mail and publicity news service. Handles ten accounts, the three oldest being the Great A. & P. Tea Co., Wessell, Nickel & Gross and India Tea Bureau. The three largest are the Great A. & P. Tea Co., India Tea Bureau and Spratt's Patent, Ltd.



# Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

FORTY EAST THIRTY-FOURTH STREET

*New York*

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS

CLIENTS:

Liggett & Myers Tobacco Co.

Western Electric Co.

Snider Packing Corporation

Loose-Wiles Biscuit Co.

Graybar Electric Co.

Association of American Soap  
and Glycerine Producers, Inc.

“NOT HOW MUCH, BUT HOW WELL”

NOTE: This agency, now ten years old, has accepted but five accounts in the past seven years. This slow growth is deliberate. For this agency does not permit the initial study and development of service on a new account to be interrupted by the acceptance of a still newer one.

**PASCHALL, HARRIS & PASCHALL, Inc.** Est. 1923  
222 West Adams Street, Chicago, Ill.

Member: ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

IRVIN F. PASCHALL, President. Nine years advertising manager of *The Farm Journal*. Previously with N. W. Ayer & Son. ALBERT R. HARRIS, Vice-President. Ten years with *National Petroleum News*. W. L. PASCHALL, Secretary and Space Buyer. ANNE S. PASCHALL, Treasurer.

This agency solicits general accounts. The background of the staff makes it particularly adapted to serve technical accounts and accounts connected with the petroleum industry. Now has twenty clients of which the oldest are Thayer & Chandler, Troy Chemical Co. and S. F. Bowser & Co., Inc. The largest are Troy Chemical Co., Blackmer Pump Co. and Thayer & Chandler.

**HANCOCK PAYNE ADVG. ORGANIZATION**  
538 Public Ledger Building, Philadelphia, Pa.

Recognitions: ANPA; APA; AHMP.

**W. MONTAGUE PEARSALL**

20 Vesey Street, New York, N. Y.

Recognitions: ANPA; APA; AHMP.

**PECK ADVERTISING AGENCY, Inc.**

271 Madison Avenue, New York, N. Y.

Recognitions: ANPA; ABP; APA; PPA; AHMP.

**PEDLAR & RYAN, Inc.**

250 Park Avenue, New York, N. Y.

Recognitions: ANPA; PPA; AHMP.

**GEORGE HARRISON PHELPS, Inc.** Est. 1922

2761 Jefferson Avenue, East, Detroit, Mich.

Branches: 247 Park Avenue, New York City.

Astor House, Aldwych, W C 2, London, England.

Member: NOAB; ABC.

Recognitions: ANPA; PPA; APA; AHMP.

GEORGE HARRISON PHELPS, President. Previously advertising director of Dodge Bros. for ten years. RAYMOND K. DYKEMA, Treasurer. W. D. LAURIE, Treasurer. Had charge of outdoor advertising for Dodge Bros. LAURA S. PHELPS, Vice-President. A. HEATH ONTHANK, Research Director. A. M. LEWIS, Merchandising Director and Space Buyer. Ten years' media plan work experience. H. M. MITCHELL, Space Buyer.

A capable agency equipped to give service to any kind of account, particularly automotive. It specializes in radio, business paper, outdoor and direct-mail advertising, also publicity news service. Handles eleven accounts, the oldest of which are Ajax Rubber Co., Berkey & Gay Furniture Co. and Iodent Chemical Co. Among the largest are Ajax Rubber Co., Durant Motors, Inc. and Iodent Chemical Co.

**HARRY D. PHILLIPS**

12 East 41st Street, New York, N. Y.

Recognitions: ANPA; AHMP.

**PICARD, BRADNER and BROWN, Inc.** Est. 1914  
Graybar Bldg., New York City.

Member: AAAA; NOAB.

Recognitions: ANPA; PPA; APA; AHMP.

ARTHUR J. PICARD, President. LEE D. BROWN, Treasurer and Secretary. W. V. GRANT, Research Director. E. C. STAMLER, Space Buyer.

An agency handling accounts in diversified lines.

**PICARD-SOHN, Inc.** Established 1924  
551 Fifth Avenue, New York, N. Y.

Recognitions: PPA; ABP; APA; AHMP.

R. A. PICARD, Space Buyer, Research and Merchandising Director. W. F. TUCKER, Space Buyer.

This agency is particularly fitted to serve technical, automotive, hardware, electrical and radio accounts. It specializes in radio, business paper and direct-mail advertising. Handles sixteen accounts. The three oldest: J. H. Williams & Co., E. A. Laboratories, Inc. and J. C. McAdams Co., Inc. The three largest: Sylvania Products Co., Hardie Manufacturing Co. and J. H. Williams & Co.

**PITLUK ADVERTISING CO.** Established 1910  
400 Aztec Building, San Antonio, Texas.

Recognitions: ANPA; AHMP.

J. N. PITLUK, President. C. R. CUSICK, Vice-President. N. D. SCHWERKE, Secretary and Treasurer.

This agency is equipped to give good service to any type of account. Some of its clients are Sealy Mattress Co., San Antonio Chamber of Commerce and Delaware Punch Co. of America.

**PLATT-FORBES, Inc.** Established 1925  
468 Fourth Avenue, New York, N. Y.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

RUTHERFORD H. PLATT, Formerly with Doubleday, Page & Co. W. A. FORBES, Previously with Lamont-Corliss & Co. J. CULBERT PALMER, Secretary. WILLIAM S. WALKER, Space Buyer.

A capable agency soliciting accounts in diversified fields. Now serves twenty, of which the three oldest are American Bleached Goods Co., Living Tree Guild and Vulcanized Rubber Co. Among the largest are Paterson Parchment Paper Co., American Bleached Goods Co. and Trussell Mfg. Co.

**PORTER CORPORATION**

88 Pearl Street, Boston, Mass.

J. L. RAYMOND, President. L. R. DICKIE, Treasurer. E. A. MALLOY, General Manager.

Seventeen clients, including Colonial Air Transport, Craftex Co. and United Business Service. Affiliated with the agency is the Dickie-Raymond Co., specialists in direct-mail campaigns.

**PORTER-EASTMAN BYRNE CO., Inc.**

222 West Adams Street, Chicago, Ill.

Recognitions: ANPA; APA; PPA; AHMP.

**PORTER-SPOHN CO., Inc.**

270 Madison Avenue, New York, N. Y.

Recognitions: ANPA; APA; AHMP.

**Z. L. POTTER CO.** Established 1923

Syracuse Bldg., 212 Harrison Street, Syracuse, N. Y.

Branch: 580 Fifth Avenue, New York City.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

Z. L. POTTER, President and Space Buyer. Formerly advertising manager, National Cash Register Co., vice-president and general manager of the *New York Evening Post*. ED. S. BARLOW, Vice-President and Space Buyer. Previously with Lord & Thomas Advertising Agency and several shoe companies. R. S. FEELEY, Vice-President. At one time associated with Franklin Automobile Co. A. J. SCHIED, Treasurer and Space Buyer. Experienced in newspaper field, and as advertising manager of several organizations. RALPH RICHMOND, Vice-President in charge of copy. Formerly with National Board of Fire Underwriters as associate director. I. E. SWART and E. S. CRAWFORD, Space Buyers. GUSTIN O. GOODING, Research Director.

A thoroughly experienced organization that gets results for financial, technical, school and resort advertisers. It specializes in business paper advertising and publicity news service. Of its thirty accounts the three oldest are Elgin A. Simonds Co., Merrell-Soule Co. and Brewer-Titchener Co. The largest are Mohawk Carpet Mills, Lamson Co. and Merrell-Soule Division, Borden Sales Co.

**R. J. POTTS & CO., Inc.**

9 West 11th Street, Kansas City, Mo.

Recognitions: ANPA; APA; AHMP.

**POTTS-TURNBULL ADVERTISING CO.** Est. 1910  
Offices: 75 East Wacker Drive, Chicago, Ill.; 300 Gates Building, Kansas City, Mo.

Member: AAAA; NOAB.

Recognitions: ANPA; PPA; APA; ABP.

H. K. TURNBULL, President, Chicago; BURTON G. WASSER, Vice-President, Chicago; W. J. KREBS, Vice-President and Treasurer, Kansas City; F. B. GRADOLF, Secretary, Kansas City.

A well-organized agency with general advertising experience with full recognition and credit from all publishers and publishers' associations. Has among its personnel individuals trained in building material and industrial problems. Serves about forty accounts, including such well-known advertisers as Motor Transit Management Co., (Greyhound and "Yellowway" Motor Bus Lines); Independent Oil & Gas Co.; Goetz Co. (Country Club Beverages); Chicago Lloyds (Insurance); Clarke Sanding Machine Co. (Vacuum Cleaners and Floor Sanding Machines); National Paving Brick Manufacturers' Association; Coleman Lamp & Stove Co.; American Beauty Macaroni Co.

**EDWARD M. POWER CO., Inc.** Established 1914  
2536-39 Oliver Building, Pittsburgh, Pa.

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

EDWARD M. POWER, JR. GEORGE D. KELLY. GEORGE E. EISENHAUER.

This agency is equipped to serve accounts with a financial, technical, resort or food background. Individual members of the staff are experienced in radio, business paper and direct-mail advertising and publicity news service.

**JOHN O. POWERS CO., Inc**  
247 Park Avenue, New York, N. Y.

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

**POWERS-HOUSE, JR.** Established 1912  
Terminal Tower, Cleveland, Ohio

*Member: NOAB; ABC.*

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

MARSH K. POWERS, President. FRANK E. HOUSE, JR., Vice-President, General Manager and Treasurer. GORDON RIELEY, Secretary and Space Buyer. ARTHUR W. MUIR, Assistant Treasurer. CLIFFORD A. MARBACH, Research Director. KENNETH W. AKERS, Merchandising Director. C. A. MARBACH, Space Buyer.

A Capable, well-organized agency serving twenty accounts in a wide range of fields. The three oldest are: Oster Mfg. Co., M. A. Hanna Co. and Browning Crane Co.

**GEO. C. POWNING, Inc.**  
278 Orange Street, New Haven, Conn.

*Recognitions: ANPA; APA; AHMP.*

**PRATHER-ALLEN & HEATON, Inc.** Established 1920  
505 Walnut Street, Cincinnati, Ohio.

Branch: 35 East Wacker Drive, Chicago, Ill.

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

D. M. ALLEN, President and Space Buyer. Formerly with Fleischmann Co. and Blaine Thompson Co. RALPH HEATON, Vice-President and Merchandising Director. Previously with MacManus, Inc., and Campbell-Ewald Co. JOS. B. DUNCAN, Chicago Manager. Extensive agency experience. D. M. ALLEN, Space Buyer.

This agency is equipped to serve accounts in a wide range of fields and particularly those of a school, resort, mail-order or radio nature. It specializes in radio, business paper, outdoor and direct-mail advertising and publicity news service. Now handles twenty accounts, the oldest of which are Kenton Pharmacal Co., Baldwin Piano Co. and American Oak Leather Co. The largest are Kenton Pharmacal Co., Baldwin Piano Co. and Crosley Radio Corp.

**PRATT & FLOREA, Inc.**  
277 Broadway, New York, N. Y.

*Recognitions: APA; AHMP.*

**PRATT-MOORE ADVERTISING CO.** Est. 1910  
1926 Ford Bldg., Detroit, Mich.

*Recognitions: PPA; ABP; APA; AHMP.*

LOUIS A. PRATT, President. Had extensive newspaper, magazine and general printing experience before joining Brownell & Humphrey agency in 1904. Connected with Olds Motor Works, Trus-Con Steel Co., and Alamo Mfg. Co. as executive. EDWIN H. HUMPHREY, Vice-President. Formerly with Brownell & Humphrey, handling several automobile and other accounts. WILLIAM S. POWER, Vice-President. At one time president of Power, Alexander & Jenkins Co. Personally conducted several successful advertising campaigns during that time. R. E. BROWN, Space Buyer.

A well-organized personal service agency serving twenty-one accounts in diversified lines. Some of its largest and oldest clients are Zenith-Detroit Corp., Wood Hydraulic Hoist & Body Co. and Parker Rust-Proof Co.

**FRANK PRESBREY CO.** Established 1896  
247 Park Avenue, New York, N. Y.

Branches: 1111 Union Bank Bldg., Pittsburgh, Pa. 220 South 16th St., Philadelphia, Pa.

*Member: AAAA; NOAB; ABC.*

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

FRANK PRESBREY, President and Treasurer. CHARLES PRESBREY, Vice-President and Assistant Treasurer. J. H. DONAHUE, Vice-President and Assistant Manager. W. A. BAKER, Secretary and Space Buyer. GEORGE R. PARKER, Auditor. FRANK A. HODGES, JR., Research Director. A. F. SACHTLE-

BEN, Merchandising Director. MISS E. H. GEBHARD, Space Buyer.

This agency has long given service and counsel to well-known advertisers in widely diversified lines of business. The oldest of its one hundred and thirty-nine accounts are W. & J. Sloane, Shredded Wheat Co. and American Bridge Co. The largest are Cunard Steamship Co., Shredded Wheat Co. and Browning King & Co.

**PROCTER & COLLIER CO.** Established 1894  
McMillan Street at Reading Rd., Cincinnati, Ohio

*Member: AAAA; NOAB; ABC.*

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

M. L. PERNICE, JR., President. L. A. BRAVERMAN, A. W. NEALLY and H. L. ADAMS, Vice-Presidents. WAYNE CALHOUN, Vice-President and Merchandising Director. R. P. HANCE, Treasurer. I. H. CRANE, Secretary. MARGARET DOWNING, Research Director. L. P. ORR, Space Buyer.

This agency does not specialize, being qualified by experience and organization to accept any type of account. It employs specialists in radio, business paper and direct-mail advertising. Some of its clients are the United States Playing Card Co., Selby Shoe Co., Clark Grave Vault Co. and Liquid Veneer Corp.

**JOHN W. QUEEN ADVG-MER.** Est. 1923  
5 Park Square, Boston, Mass.

*Recognitions: ANPA; ABP; APA; AHMP.*

JOHN W. QUEEN, Merchandising Director. Law graduate, newspaper editor, department store advertising manager and trade paper publisher. HAYWARD ROLFE, Experienced in newspaper and department store advertising. B. BANNON, Space Buyer.

This agency solicits accounts in every field and is particularly adapted to give successful cooperation and service to financial accounts. Its staff secures satisfying results through radio and outdoor advertising and publicity news service. Of its thirty-five clients the oldest and largest are Chester I. Campbell Organization, Founders' Securities Trust and Educator Food Co.

**THE QUINLAN CO.**  
8 So. Michigan Avenue, Chicago, Ill.

*Recognitions: APA; AHMP.*

ROY QUINLAN. CLAUDE C. HOPKINS.

The above is affiliated with the Kling-Gibson Co. At present this agency is serving eleven accounts in a wide diversity of fields, among which are the O'Donnell Shoe Corp., Standard Drug & Sales Co., Rite Rite Corp. and Larson Institute.

**THE L. W. RAMSEY COMPANY**  
430 Union Bank Bldg., Davenport, Iowa.

Branch: 230 Park Avenue, New York, N. Y.

*Recognitions: APA; AHMP.*

L. W. RAMSEY, President. E. G. NAECKEL, Secretary. F. D. SCHNITZER, Space Buyer.

This is a well-organized agency serving accounts in varied lines of business and thoroughly acquainted with the marketing problems of nurserymen and seedsmen. Some of its accounts are the Voss Mfg. Co., American Association of Nurserymen, Storrs & Harrison Co. and Wm. Tricker.

**FRED M. RANDALL CO., Inc.**  
Book Building, Detroit, Mich.

*Recognitions: ANPA; PPA; APA; AHMP.*

**WM. H. RANKIN CO.** Established 1898  
Tribune Tower, Chicago, Ill.

Branches: 342 Madison Avenue, New York City; Fourth Nat'l. Bank Bldg., Wichita, Kansas; San Francisco, Calif.

*Member: AAAA; NOAB; ABC.*

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

WILLIAM H. RANKIN, President since 1908. HERMAN A. GROTH, Vice-President and Treasurer since 1900. ROBT. E. RINEHART, Vice-President since 1915. GEO. D. SMITH, Vice-President since 1926. T. A. BALLANTYNE, Vice-President since 1914. W. S. NORDBERG, Vice-President and Merchandising Director since 1908. MISS L. I. LEWIS, Research Director. W. G. SCHOENHOFF, Space Buyer.

This is a prominent agency, organized to efficiently serve



**WM. H. RANKIN CO.—(Continued)**

advertisers of every variety and especially those in financial, technical, school, resort, mail-order, building or rubber fields. Individual members of the staff are familiar with radio, business paper, outdoor, moving picture and direct-mail advertising and publicity news service. Among the thirty-five now being handled, the three oldest are Mead Cycle Co., Herman Nelson Corp. and Wasmuth-Endicott Co. The three largest are General Cigar Co., Merlin Cleaner and Pennsylvania Rubber Co.

For further information, see page 203.

**RATCLIFFE & DEWEY**

Mercantile Bank Building, Dallas, Texas

A personal service agency specializing in accounts doing intensive selling in the Dallas area.

**REARDON ADVERTISING COMPANY** Est. 1911  
Quincy Bldg., Denver, Colo.

Recognitions: ANPA; APA; AHMP.

NORMAN SNOGRASS, President. Thirty years' advertising experience. FRED L. ALLEN, Vice-President and Production Manager.

An agency serving about twenty-six accounts, general and mail-order, including Denver and Rio Grande Western Railroad, Modern Vacuum Cap Co. and St. Johns Bread Compound Agency.

**REDFIELD-COUPÉ, Inc.**

34 West 33rd Street, New York, N. Y.

Member: NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

CHARLES S. REDFIELD, President. Formerly advertising manager of Yale & Towne Mfg. Co. For fourteen years president of this agency. FRANK J. COUPÉ, Vice-President. Previously vice-president and sales manager of Sonora Phonograph Co.; then vice-president of Dorrance, Sullivan & Co. D. LINDSAY, Research Director. D. O'BREIN, Merchandising Director. A. HOLLANDER, Space Buyer.

An agency serving general and technical accounts totaling twenty-two. The oldest are American Lead Pencil Co., Consolidated Ship-building Corp. and Woodworth, Inc., and the largest American Lead Pencil Co., Ce Co Mfg. Co. and Woodworth, Inc. Specialists are in charge of radio, business paper, outdoor, moving picture and direct-mail advertising and publicity news service.

**G. ALLEN REEDER, Inc.** Established 1921  
420 Lexington Avenue, New York, N. Y.

G. ALLEN REEDER, President. Long experience in publishing before starting to specialize in export advertising. ERIC HARTSELL, Account Executive. With above agency over five years. CLEMENT F. THEISEN, Jr., Account Executive. Has had extensive sales and advertising experience. HAROLD N. ELTERICH, Space Buyer and Research Director. Thoroughly experienced in business of international commerce. Was American Vice-Consul-in-charge at Chetoo and manager of the Shanghai office of Far Eastern Products Co. RICHARD L. BOROCK, Production Manager. A member of this organization for over four years. MITCHELL YAGER, Assistant Treasurer. Connected with present agency more than five years.

This agency serves export advertisers exclusively; hence does not require recognition from United States publishers. It is particularly well fitted for handling food and proprietary accounts, and specialties such as Parker Pens, which is one of its accounts. At the present time it is serving approximately thirty accounts. The three oldest are Bristol-Myers Co., Carpenter-Morton Co., and I. B. Kleinert Rubber Co.

**REESE ADVG. AGENCY, Inc.** Est. 1924  
1042 Canal Bank Bldg., New Orleans, La.

Member: NOAB.

Recognitions: ANPA; PPA; APA; AHMP.

H. E. PRITCHARD, President. K. B. THOMPSON, Secretary and Treasurer. A. R. MARTIN, Vice-President and Merchandising Director. J. E. MCBRIDE, Art Director. M. T. GRACEY, Research Director. JOE REO, Jr., Space Buyer.

This agency has twenty-seven clients, mainly food accounts. Wm. B. Reily & Co., Inc., F. A. Dicks & Co. and L. E. Jung & Wulff, Inc., have been with this agency for many years. Wm. B. Reily & Co., Inc., Jackson Brewing Co. and Morrison's Cafeterias are the largest accounts. Specializes in business paper, outdoor and direct-mail advertising.

**REIMERS & WHITEHILL, Inc.** Est. 1924  
285 Madison Avenue, New York, N. Y.

Recognitions: ANPA; PPA; APA; AHMP.

CARL REIMERS, President, Treasurer and Merchandising Director. Eighteen years in business. Sales and sales management experience on automobiles, phonographs and pianos; training in architecture, building construction and airplanes. Formerly on plan board, C. W. Hoyt Co., and with Dorrance, Sullivan & Co. RICHARD WEBSTER, Vice-President, Treasurer, Research Director and Space Buyer. Over twenty-five years in business; formerly advertising manager of *Encyclopaedia Britannica*, copy writer for N. W. Ayer & Son and John O. Powers agencies. Organized plan for George Batten Co.; later with Esmond Mills, and the advertising department of *The Literary Digest*. ALBERT E. WHITEHILL, Vice-President. Thirteen years' experience in manufacturing, selling, sales management and advertising.

This is an agency of the personal service type, handling about twenty accounts, some general, others in textile and style goods and aviation lines. The agency specializes in radio advertising. The three oldest accounts are B. B. & R. Knight (Fruit of the Loom), Royal Worcester Corset Co. (Bon Ton Corsets) and Bush Terminal Corp. and the largest Fruit of the Loom, Bon Ton and Rumidor.

**REIN COMPANY**

P. O. Box 1821, Houston, Texas

HAROLD REIN, President. DONALD REIN, Vice-President. C. D. BLANCHARD, Secretary. ERNEST DERR, Treasurer and Space Buyer.

Member of the Lynn Ellis Group.

**REINCKE-ELLIS COMPANY** Est. 1907  
215 No. Michigan Avenue, Chicago, Ill.

Branch: Room 1503—285 Madison Avenue, New York, N. Y.

Member: NOAB; ABC.

Recognitions: ANPA; PPA; APA; ANMP.

ARNO B. REINCKE, President. FRANK R. ELLIS, Treasurer. CLARENCE E. SCHELLENBERG, Secretary. WILLIAM ENGLISH, Assistant Secretary. WALLACE MEYER and C. C. STEVENS, Vice-Presidents. J. B. KERROT, Merchandising Director. JOSEPH F. BROWN, Space Buyer.

The accounts handled by this agency are general and technical. Armco Culvert Manufacturers' Association, Nash Motors Co. and Simmons Co. are the oldest; and Armco Culvert Manufacturers' Association, American Chain Co. and Nyal Co., the largest. Specialists are in charge of radio, business paper and direct-mail advertising and publicity news service.

**WM. B. REMINGTON, Inc.** Established 1927  
21 Besse Place, Springfield, Mass.

Member: NOAB.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

WILLIAM B. REMINGTON, President and Merchandising Director. Seventeen years in sales management and advertising with the following firms: Bastian Brothers Co.; Whiting & Cook, Inc.; Strong Paper Co.; Duplex Engine Governor Co.; Huyler's; associated with J. D. Bates Advertising Agency and Charles W. Hoyt, Inc. JOSEPH L. BADGER, Vice-President and Space Buyer. Advertising and selling experience with Huyler's, Whiting & Cook, Inc., George L. Dyer Advertising Agency and J. D. Bates Advertising Agency. GALEN SNOW, Treasurer and Space Buyer. Ten years' business experience. Has often contributed special articles to the advertising and technical press. E. R. STROUT, Secretary. Nine years' advertising experience. F. S. BROWNING, Research Director and Space Buyer.

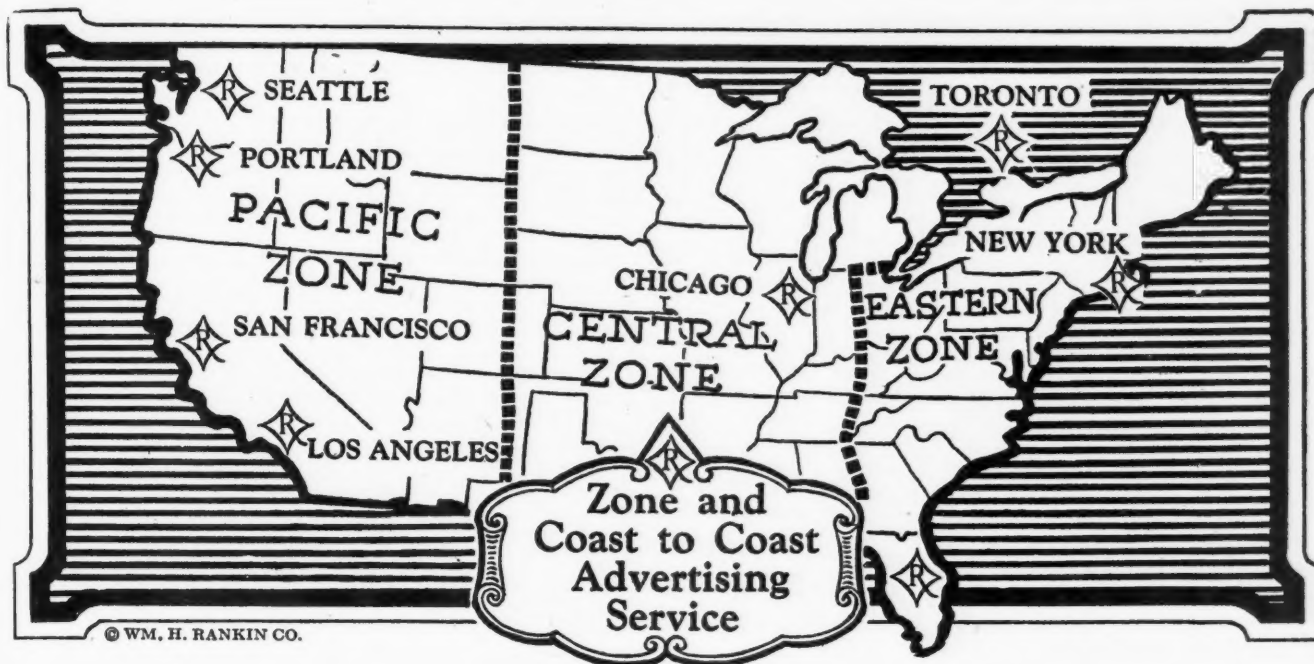
This agency has twenty-nine accounts, the three oldest being Tom Wye, Greenfield Tap & Die and Wico Electric Co.; and the three largest Indian Motorcycle Co., Greenfield Tap & Die Corp. and Rogers, Lunt & Bowlen Co. Wm. B. Remington, Inc., is properly equipped to handle general, technical, school and resort and fashion accounts with specialists in radio, business paper, outdoor and direct-mail advertising.

**THE RICHARDSON-BRIGGS CO.** Est. 1921  
216 Superior Ave., N. E., Cleveland, Ohio

Member: NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

W. E. RICHARDSON, President, Treasurer, Merchandising Director and Space Buyer. B. G. L. DODGE, Vice-President. J. E. PLANT, Vice-President. L. A. YOKEY, Secretary. JAMES J. RUCH, Research Director. R. G. SIMMONS, Space Buyer.



**I**N the selection of an advertising agency the factors normally weighed are reputation, ability, experience and personality.

The assumption is that advertising goes out into the open to stand or fall and that the tastes and habits of the American people are universal.

Therefore, advertising that will sell the citizens of San Jose, Cal., will sell the citizens of Troy, New York.

There have been some rude awakenings. Modern advertisers, finding their product first in one region, second in another, fifth in another, eighth in another, are beginning to have some doubts. The accepted rule doesn't seem to be running according to Hoyle.

**T**HE downright truth is that in many instances the advertising set-up is trailing the sales set-up.

It is our fixed opinion that modern business and the cost of advertising require that an advertising agency have three complete, highly trained organizations in the three key zones of this country — eastern, mid-western, and the Pacific Coast.

This means that in our judgment an advertising agency with but one office cannot have the grasp on a sales and advertising program that a closely-knit but widespread advertising organization has.

Nor is this just theory. Nor an appeal to logic solely. We have worked under both systems and know the better from experience.

**I**F your business is national in scope—or is pointing that way—why not look into this "triple-action" Rankin service? See if it offers more than you are getting. There is no obligation. No commitment. To any interested advertiser, we shall be glad to show—

- 1 The booklet that is building a new business for an old-established, highly successful concern, by having developed an entirely new application of their product.
- 2 A newspaper advertisement with keyed coupon that has been profitably used and inserted over 300 times in big metropolitan newspapers.
- 3 A direct-by-mail plan using the robot or mechanical man as the key of interest.
- 4 The story of a newspaper campaign that has produced unusual results because of the merchandising idea behind it.
- 5 Our booklet "Radio Broadcasting: Does It Pay?"
- 6 "The Value of Analysis," a booklet by H. A. Groth, vice-president in charge of our Chicago unit and head of our Merchandising and Trade Research Department.
- 7 Photostats of a half a dozen letters from new customers that have used our service for the first time during the past year.
- 8 A presentation of the resources and services of the 4 divisions of our company—Eastern, Central, Coast, and Canadian.

**W**E discarded the "single office" plan eleven years ago.

Since then we have built up strong and well-rounded independent units of our organization in New York and Chicago and, twelve years ago, affiliated ourselves with one of the oldest and most efficient Coast advertising service, with headquarters in San Francisco and local offices in Los Angeles, Portland and Seattle, Wash.

Through a system smoothly developed during the past twelve years, there is an interchange of opinion and service on all our ac-

counts that is highly valuable to the advertiser.

A well-regulated flow of "at the source" information is in constant circulation. Intimate knowledge of local conditions and local buying tendencies opens up opportunities and closes up pitfalls that a "single office" agency might never see.

**B**Y the same token, strong local contacts are created for a manufacturer's representative or sales manager. Each of these organizations has local influence with important buyers. Many advertisers whom we serve have learned the dollar-and-cent value of these influences. And, in consequence, put a high premium on it.

We shall be glad to tell any interested advertiser how our zone advertising service has worked to the great advantage of our customers. Address our nearest office.

**WM. H. RANKIN**  
COMPANY *Advertising*

Established 1899

342 Madison Avenue  
New York City  
Murray Hill 9300

Tribune Tower  
Chicago, Ill.  
Superior 6600

San Francisco: 74 Montgomery St.  
Los Angeles: 407 Petroleum Securities Bldg.  
Portland, Oregon - Seattle, Wash.  
Wichita, Kansas - Toronto, Canada

Charter Member of the American Association  
of Advertising Agents  
Member National Outdoor Advertising Bureau  
Charter Member Audit Bureau of Circulation



**RICHARDSON-BRIGGS CO. (Continued)**

An agency specializing in household, general and mail-order accounts. American Stove Co., H. N. White Co. and S. L. Weedon Co. are the oldest of seventeen clients and American Stove Co., Cummer Products Co. and Piso Co. the largest.

**RICKARD & COMPANY, Inc.** Established 1912  
420 Lexington Avenue, New York, N. Y.

Member: ABC.

Recognitions: PPA; ABP; AHMP.

W. L. RICKARD, President. Twenty years' advertising and sales experience. H. L. FISHER, Vice-President. Sixteen years' experience. E. C. MAYER, Vice-President. Seventeen years in sales and advertising. JULIAN GRAN, Treasurer and Space Buyer. In advertising agency work for eighteen years. JOHN ALLEN MURPHY, Research and Merchandising Director. I. W. HOFF, Space Buyer.

This agency, organized to give service and counsel to general and industrial advertisers, now serves twenty accounts. Some of the oldest accounts are Anchor Post Fence Co., The Hayward Co. and Harvey Hubbell, Inc. The largest are The Fafnir Bearing Co., B. F. Sturtevant Co. and Jenkins Bros. Specialists handle business paper and direct-mail advertising.

**JOHN RING, JR., ADVG. CO., Inc.** Est. 1919  
1102 Holland Bldg., 211 No. 7th Street, St. Louis, Mo.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

JOHN RING, JR., President. Ten years' agency experience; thirteen years' publicity and advertising manager of the Mercantile Trust Co. (now the Mercantile-Commerce Bank & Trust Co.). N. N. ZAHNDT, Secretary-Treasurer. Eight years' agency experience. Two years assistant comptroller of St. Louis Mfg. Co. (then a subsidiary of Chevrolet Motor Co.) and five years with Wabash R. R.

**PHILIP RITTER CO., Inc.**  
225 West 34th Street, New York, N. Y.

Recognitions: ANPA; PPA; APA; AHMP.

**FRED A. ROBBINS, Inc.**  
360 No. Michigan Avenue, Chicago, Ill.

Recognitions: ANPA; PPA; APA; AHMP.

**ROBBINS & PEARSON CO.** Established 1921  
390 East Broad Street, Columbus, Ohio.

Recognitions: PPA; ABP; APA; AHMP.

EDWIN C. BLAIR, President and Treasurer. Formerly advertising manager of Frigidaire Co. and connected in an advertising capacity with Burroughs Adding Machine Co. H. J. NICHOLS, Vice-President and Space Buyer. Previously with National Cash Register Co. and Corona Typewriter Co. in sales work. M. L. MULLAY, Secretary and General Manager. This agency solicits business in all fields and is particularly adapted to serve financial accounts. Among its twenty-five clients the three oldest are W. E. Lamneck Co., Dayton Pump & Mfg. Co. and Huntington National Bank. The largest are Vulcan Golf Co., Jaeger Machine Co. and Dayton Pump & Mfg. Co.

**ROBERTS & MacAVINCHE** Established 1898  
30 N. Dearborn Street, Chicago, Ill.

Recognitions: ANPA; PPA; APA; AHMP.

F. BEARD, Space Buyer. This agency is equipped to give efficient service to all accounts and particularly those of financial, technical or mail-order character. Has present clientele of ten.

**ROBINSON, LIGHTFOOT & CO., Inc.** Est. 1919  
1 Madison Avenue, New York City.

Recognitions: ANPA; PPA; APA; AHMP.

WM. R. ROBINSON, President and Treasurer. Formerly president of another agency. WARREN R. LIGHTFOOT, Merchandising Director. WM. A. CHARTERS, Research Director and Space Buyer. Fourteen years' experience in agency field.

This is an agency of the personal service type. It gives successful service to accounts in a diversity of fields and particularly those having a mail-order, grocery, drug or toilet goods background. It specializes in radio, outdoor and direct-mail advertising, also publicity news service. At present has eighteen clients. The three oldest are Kelsey Heating Co., Home Correspondence School and Koh-I-Noor Pencil Co. The largest are Colonial Radio Corp., Hoffman Beverage Co. and Theodore Audel & Co.

**ROCHE ADVERTISING CO.**

Established 1926

310 S. Michigan Avenue, Chicago, Ill.  
Branch: Huyler Bldg., Buffalo, N. Y.

Member: NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

JOHN P. ROCHE, President. Nineteen years' advertising agency experience. Formerly vice-president of McJunkin Advertising Co. STEWART WESTON, Vice-President. In agency and publication work twenty-two years. Was connected with Erwin-Wasey, Glen Buck and *Colliers' Magazine*. HARRY S. BISHOP, Vice-President. Previously with Henri, Hurst, McDonald, Campbell-Ewald Co., MacManus, Inc., and Curtis Publishing Co. M. F. WILLIAMSON, Secretary. Formerly with McJunkin Advertising Co. Ten years' agency experience. D. F. KELLY, Treasurer. Ten years in financial and accounting work. At one time with Price Waterhouse, Certified Accountants, and Lobdell Investment Corp. F. H. HAKEWILL, Space Buyer. D. S. CUMMINGS, Research Director.

This is a well-equipped agency giving efficient cooperation and service to nineteen accounts in a wide range of fields. It specializes in radio, business paper and outdoor advertising and publicity news service. Among clientele the three oldest are *Chicago Tribune*, Studebaker Corp. of America and Nehi, Inc. The largest are Pierce-Arrow Motor Car Co., Studebaker Corp. of America and Williams Oil-O-Matic Heating Corp.

**ROGERS-GANO ADVG. AGENCY, Inc. OF ILLINOIS** Established 1924

180 No. Michigan Avenue, Chicago, Ill.  
Branch: Exchange Tower, Tulsa, Okla.

Recognitions: ANPA; ABP; APA; AHMP; PPA.

R. C. GANO, President, General Manager and Space Buyer. For several years copy and research man with Lord & Thomas. Editor of *Judicious Advertising*. Later director of sales promotion for W. E. Long & Co. H. E. DOSCH, Vice-President, Treasurer and Space Buyer. Graduate of Northwestern University, commerce division. For two and a half years advertising manager of Curtis-Leger Fixture Co. With present agency six years, contacting and developing important accounts. J. C. BACHRODT, Secretary and Space Buyer. Three years advertising manager Brown Portable Conveying Machinery Co. Assistant to the publicity manager, Universal Portland Cement Co. for three years. Editor of house magazine "Universal Dealer." Connected with above agency five years. ROY GANNON, B. J. CREAGER and WILLARD EGOLF, Space Buyers.

This agency solicits and serves accounts in all fields, but is particularly capable of handling technical and mail-order business. It has a present clientele of forty-five, of which the three oldest are Guiberson Corp., Gaso Pump & Burner Mfg. Co. and Curtis-Leger Fixture Co. The three largest are Illinois Steel Co., Southwest Air Fast Express and Spartan Aircraft Co.

**ROGERS-GANO ADVERTISING AGENCY**  
2110 Esperson Building, Houston, Texas

Recognitions: ABP; APA.

DALE C. ROGERS, President. T. PAGE ROGERS, Vice-President. JENNIE C. SUMNER, Secretary-Treasurer. T. J. BRANSFORD, Space Buyer.

A general agency handling about fifteen accounts, including the Southern Pacific Lines of Texas and Louisiana, the Houston Chamber of Commerce, and several companies in the oil or oil well supply business.

**ROGERS & SMITH** Established 1917  
326 West Madison Street, Chicago, Ill.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

WALTER E. SMITH, President. HOWARD N. SMITH, Secretary and Space Buyer. CHAS. B. ROGERS, Treasurer.

This agency secures highly desirable results for accounts of all classification. It specializes in advertising through radio and business papers. Of its forty clients the three oldest are Buescher Band Instrument Co., G. E. Conkey Co. and Automatic Washer Co.

**ROONEY-SODERLUND-ROONEY**  
802 Nat'l Building, Minneapolis, Minn.

Recognitions: APA; AHMP.

**IRWIN JORDAN ROSE CO., Inc.** Established 1903  
183 Madison Avenue, New York City.

Member: AAAA; NOAB.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

STANLEY H. ROSE, President. JOSEPH X. NETTER, Vice-Pres-



dent and Space Buyer. FLORENCE H. ROSE, Secretary-Treasurer. ROBERT P. REIMERS, Space Buyer.

A prominent agency giving very satisfactory service to all types of accounts. It has a well-trained staff experienced in radio, business paper, outdoor and direct-mail advertising.

**ROSE-MARTIN, Inc.** Established 1920  
226 West 47th Street, New York City.  
Branch: City Bank Bldg., West End Branch, Battle Creek, Mich.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

IRL W. ROSE, President. Fifteen years' advertising experience. JOHN B. MARTIN, Secretary and Treasurer. In advertising field fifteen years. S. T. DEMAREST, Research Director. A. H. KAPLAN, Merchandising Director. F. E. GRAESSE, Space Buyer.

This well-organized agency gives satisfactory service to accounts of every classification. It is especially fitted to handle those of a school, resort or mail-order character. Members of its capable staff are experts in business paper advertising and publicity news service. Among its thirty accounts the oldest are Lewis Hotel Training Schools, E. Regensburg & Sons, Hotel Bristol, Sanitarium Equipment Co. and S. Gumpert Co. The three largest are E. Regensburg & Sons, Lewis Hotel Training Schools and Sanitarium Equipment Co.

**ARTHUR ROSENBERG CO., Inc.** Established 1919  
15 West 34th Street, New York, N. Y.

Recognitions: PPA; APA; AHMP.

ARTHUR ROSENBERG, President and Research and Merchandising Director. Thirty years' experience, during which time he spent seventeen years with the Hearst organization. SAMUEL RUBINSTEIN, Vice-President. Has been working in conjunction with Mr. Rosenberg for thirteen years. JOSEPH FRANKFORT, Secretary-Treasurer. In advertising field ten years.

This agency solicits and serves general, direct-selling and radio accounts. It has on its staff specialists in radio and direct-mail advertising. Three of the oldest among its forty-nine clients are Linde & Rubin, American Employment Exchange and M. H. T. Tailoring Co. This organization has an international trade promotion department.

**ROSS ADVERTISING, Inc.** Established 1920  
501 Standard Bldg., Fort Wayne, Ind.

Recognitions: ANPA; PPA; APA; AHMP.

S. A. ROSS, Merchandising Director and Space Buyer. Seventeen years in all phases of advertising. CARL REITER, Research Director and Space Buyer. In agency work five years. M. E. SPIETH, Two years' agency experience.

This capable organization is well equipped to handle a varied line of accounts and particularly those of a school, resort or mail-order classification. It is now serving fifteen, among which the oldest are Creek Club Bait Co., J. C. Hutzell Ovelmo Co. and Perfection Biscuit Co. The three largest are Creek Club Bait Co., J. C. Hutzell Ovelmo Co. and Wayne Home Equipment Co.

**F. J. ROSS CO., Inc.** Established 1920  
49 W. 45th Street, New York City.

Branch: 405 Montgomery Street, San Francisco, Calif.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

F. J. ROSS, President. One of the organizers of the Blackman Ross Co., now the Blackman Co. C. M. SEYMOUR, Vice-President and Secretary. In agency field fifteen years. C. P. PELHAM, Vice-President. Ten years' agency experience. D. VOLKMAR, Assistant Secretary. Connected with agency work fifteen years. A. H. GRANT, Space Buyer.

This agency gives efficient service to fourteen accounts, most of them national in scope. It is well equipped to serve general, food and technical accounts. Its three oldest clients are Save the Surface Campaign, P. & F. Corbin and American Can Co. The three largest are Hawaiian Pineapple Co., New York Eskimo Pie Corp. and P. & F. Corbin.

**ROSS-GOULD CO., Inc.**  
309 No. 10th Street, St. Louis, Mo.

Recognitions: ANPA; APA; AHMP.

**ROWLAND ADVERTISING CO., Inc.**  
441 Lexington Avenue, New York, N. Y.

Recognitions: ANPA; APA; AHMP.

**RUTHRAUFF & RYAN, Inc.** Established 1911  
132 W. 31st Street, New York City.

Branches: 360 N. Michigan Avenue, Chicago, Ill. Arcade Bldg., St. Louis, Mo.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; APA; AHMP.

F. B. RYAN, President. Formerly advertising manager, Cady-Ryan Co. W. B. RUTHRAUFF, Vice-President and Treasurer. Previously conducted his own copy service. P. E. WATSON, Vice-President. C. J. MCCARTHY, Vice-President. L. E. SMITH, Vice-President. W. H. PEMBER, Space Buyer, New York. FRANK STEIN, Space Buyer, Chicago. STANLEY NEWBERRY, Research Director.

This agency has an adequate and well-trained staff, chosen to meet the requirements of general and mail-order advertisers and thoroughly acquainted with radio, business paper, outdoor, moving picture and direct-mail advertising. Among its seventy-eight clients, the three oldest are U. S. School of Music, Pelton Publishing Co. and National Salesmen's Training Assn.

**SACKS CO., Inc.**  
205 East 42nd Street, New York, N. Y.

Recognitions: PPA; AHMP.

**THE E. T. SADLER CO.**  
435 No. Michigan Avenue, Chicago, Ill.

Recognitions: ANPA; ABP; APA; AHMP.

**WM. G. ST. CLAIR CO.**  
Real Estate Trust Co. Building, Philadelphia, Pa.

Recognitions: ANPA; AHMP.

**L. A. SANDLASS**  
217 West Saratoga Street, Baltimore, Md.

Recognitions: ANPA; PPA; APA; AHMP.

**R. E. SANDMEYER & CO.** Established 1917  
153 N. Michigan Avenue, Chicago, Ill.

Member: AAAA.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

R. E. SANDMEYER, President and Merchandising Director. Fifteen years of specialization in the home field. J. A. LEITH, Production Manager and Merchandising Director. F. H. CROSBY, Finance and Research. G. H. GIFFORD, Sales and Retail Service. R. N. STAGGERS, Research Director.

The background and past experience of this agency's staff make it particularly fitted to serve furniture, home furnishings and allied accounts, as well as those in all other fields. New serves ten clients, of which the oldest and largest are Illinois Refrigerator Co., Kiel Furniture Co. and Mutschler Bros. Co.

**SANDO ADVERTISING CO.** Established 1921  
960 N. Meridian Street, Indianapolis, Ind.

Recognitions: ABP; APA; AHMP.

BRIANT SANDO, Owner, Manager and Merchandising Director. Ten years' actual sales and merchandising experience in various lines before establishing own agency. O. R. FRENCH, Research Director. R. C. HESTER and HARRY EITELJORG, Space Buyers.

A well-organized agency handling accounts in a wide diversity of fields and particularly adapted to serve technical, automotive and industrial accounts. Staff specializes in radio, business paper and direct mail advertising. Present clientele: twenty. Oldest: Kiefer-Stewart Co., Hide Leather & Belting Co. and Pierce Governor Co. Largest: U. S. Electrical Tool Co., Ramsey Mfg. Co. and Sunnen Products Co.

**PORTER SARGENT**  
11 Beacon Street, Boston, Mass.

Recognitions: ANPA; AHMP.

**THE SAVAGE ADVERTISING AGENCY, Inc.**  
155 Stimson Avenue, Detroit, Mich.

Recognitions: ANPA; PPA; APA; AHMP.

**R. H. SAYRE, Inc.**  
237 Fifth Avenue, Pittsburgh, Pa.

Recognitions: ANPA; APA; AHMP.

**SCHECK ADVG. AGENCY, Inc.** Established 1912  
9 Clinton Street, Newark, N. J.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

JULIUS SCHECK, President. Connected with agency work eleven

**SCHECK ADVG. AGENCY—(Continued)**

years prior to establishment of above. MORRIS SCHECK, Vice-President. Formerly newspaper editor and copy writer. Experienced in merchandising and selling. J. SPIELVOGEL, Merchandising Director. FRANK CRAUMER, Space Buyer.

This organization specializes in general and financial accounts. Has a staff experienced in outdoor and direct-mail advertising. Serves forty accounts, including I. Lewis Cigar Mfg. Co., Philadelphia Dairy Products, Peter Henderson and Fischer Baking Co.

**SEYMOUR SCHIELE ADVG. CO.** Established 1928  
1020 Central National Bank Bldg., St. Louis, Mo.

*Recognitions: APA; PPA; AHMP.*

SEYMOUR SCHIELE. In advertising agency work over twenty years. ERNEST R. EVANS. Fifteen years' experience in newspaper, mail-order and street car advertising. JOHN B. GRIF-FITTS, Space Buyer.

This agency is well organized to give efficient service to accounts in every field and particularly those connected with mail-order. Among the fifteen clients it is now handling the three oldest are St. Louis Music Co., Ho-Ro-Co Mfg. Co. and Knapp-Monarch Co. The three largest are Vibraphone Co., Associated Motor Terminals Co. and Falstaff Corp.

**SCHIMPF-MILLER CO., Inc.** Established 1920  
920 Comm. National Bank Bldg., Peoria, Ill.

*Recognitions: ANPA; ABP; APA; AHMP.*

H. C. SCHIMPF, President. Thoroughly experienced in direct-mail and publicity work. H. V. MILLER, Secretary-Treasurer. Newspaper experience. Advertising manager Harrington Mfg. Co. and account executive Mace Advertising Agency. W. H. ARBINGAST, Space Buyer.

This agency is equipped to serve accounts in all fields and is exceptionally qualified to handle those of a financial, technical or mail-order nature. Has experts in business paper advertising and is prepared to furnish efficient publicity news service. Has twenty-six clients.

**SCHWAB & BEATTY, Inc.** Established 1920  
151 West 40th Street, New York City.

*Member: AAAA.*

*Recognitions: ANPA; PPA; AHMP.*

V. O. SCHWAB, President. Twelve years' agency and mail-order experience here and abroad. R. W. BEATTY, Vice-President and Space Buyer. General and mail-order agency experience of eleven years. GAYLORD JOHNSON. Fifteen years' thorough experience in agency work. H. N. ABRAMS, Space Buyer.

A capable and well-organized agency specializing in mail-order and book accounts. Staff particularly efficient in direct-mail advertising. Serves twenty-five accounts, among which the three oldest are Sherwin Cody School of English, Pelman Institute of America and Annette Kellerman, Inc. The three largest are Book of the Month Club, Inc., Simon & Schuster, Inc. and Pelman Institute of America.

**SCOTT'S ADVERTISING AGENCY**

43 Tremont Street, Boston, Mass.

*Recognitions: APA; AHMP.*

**SCOVIL BROS. & CO., Inc.**

75 West Street, New York, N. Y.

*Recognitions: ANPA; AHMP.*

**RUSSEL M. SEEDS CO.** Established 1903  
851-68 Consolidated Bldg., Indianapolis, Ind.

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

PAUL RICHEY, President, Secretary and Merchandising Director. Twenty years' merchandising experience. JOHN HARDING, Vice-President, Treasurer and Space Buyer. Formerly promotion manager of the Prest-O-Lite Co. MARK E. HAMER, Research Director. M. G. LIPSON, Space Buyer.

A capable agency giving service and counsel to general technical and mail-order advertisers. Specializes in advertising through business papers and direct-mail. Handles fifty-four accounts. Three oldest: E. C. Atkins & Co., Pinex Co. and Gibson Co. Three largest: Pinex, Burrell-Dugger and E. C. Atkins & Co.

**SEHL ADVERTISING AGENCY**

360 No. Michigan Avenue, Chicago, Ill.

*Recognitions: ANPA; PPA; APA; AHMP.*

**SHAFFER-BRENNAN ADVERTISING CO.**

Bell Telephone Building, St. Louis, Mo.

*Recognitions: ANPA; APA; AHMP.*

**J. ALBERT SHAFFER** Established 1893  
500 Evening Star Bldg., Washington, D. C.

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

This agency solicits accounts in diversified lines and is particularly capable of giving efficient service to those with a financial background. It has about fifty clients, outstanding among which are National Savings & Trust Co., W. B. Hibbs & Co., National Metropolitan Bank and Hugh Reilly Co.

**SHANKWEILER-MICKLEY, Inc.** Established 1922  
813 Hamilton Street, Allentown, Pa.

*Recognitions: ANPA; ABP; AHMP.*

ARTHUR H. MICKLEY, Merchandising Director and Space Buyer. This agency solicits accounts in all fields and is particularly adapted to serve those of a technical or mail-order nature. Its staff is thoroughly acquainted with business paper, outdoor and direct-mail advertising and publicity news service. Of twenty-four accounts served, the oldest are S. Flory Mfg. Co., L. F. Grammes & Sons, Inc., and Structural Slate Co. The three largest are L. V. Transit Co., Structural Slate Co. and Poly-sius Corp.

**W. W. SHARPE & CO., Inc.** Established 1893  
240 Broadway, New York City.

*Recognitions: ANPA; APA; AHMP.*

JOHN N. THOMAS, President. R. WILBUR THOMAS, Secretary-Treasurer. ROY J. JONES, Vice-President.

**WM. A. SHAUGHNESSY & CO.**  
12 East 41st Street, New York, N. Y.

*Recognitions: ANPA; AHMP.*

**J. WM. SHEETS** Established 1920  
417 Central Bldg., Seattle, Wash.

*Member: NOAB; ABC.*

*Recognitions: ANPA; PPA; APA; AHMP.*

A personal service agency, the efforts of which are confined to handling only such accounts as Mr. Sheets can personally prepare copy for. It serves six national accounts in a wide range of fields and is particularly adapted to handle those of financial or technical classification. Among its oldest clients are Brown & Haley, El Estado Products Co. and Puget Sound & Alaska Powder Co. The three largest are Marine Bancorporation, Skinner & Eddy Corp. and Puget Sound & Alaska Powder Co.

**K. C. SHELBURNE, Inc.** Established 1926  
614 Braniff Bldg., Oklahoma City, Okla.

*Recognitions: PPA; APA.*

K. C. SHELBURNE, President, Merchandising Director and Space Buyer. Five years' advertising experience. JOE WHITTEN, Vice-President. HAL S. WHITTEN, Secretary. EARL R. ROUTSONG, Treasurer. Artist for seven years. L. L. BAUM, Space Buyer.

An efficient agency serving accounts in various lines and particularly qualified to serve technical accounts. Has staff especially trained in business paper and direct-mail advertising. Specializes in publicity news service. Present clientele: seventeen. Among oldest and largest are Kool Kooshion Mfg. Co., American Iron & Machine Works, Tibbs-Dorsey Mfg. Co., Crites Brooms Co. and T. E. Braniff Companies.

**SHEPARD ADVERTISING AGENCY**  
646 No. Michigan Avenue, Chicago, Ill.

*Recognitions: APA; AHMP.*

**SHERIDAN, SHAWHAN & SHERIDAN, Inc.**  
366 Madison Avenue, New York, N. Y.

*Recognitions: ANPA; PPA; APA; AHMP.*

**GEORGE C. SHERMAN CO., Inc.** Est. 1928  
183 Madison Avenue, New York City.

*Member: AAAA; NOAB; ABC.*

*Recognitions: ANPA; PPA; APA; AHMP.*

GEORGE C. SHERMAN, President and Merchandising Director. Advertising agency executive twenty-three years. Six years' space selling experience. RAYMOND F. DEVINE, Vice-President. Twelve years with publication and advertising concerns. ARTHUR G. MONTAGNE, Secretary. Ten years' printing experience. In agency work fifteen years. JOSEPH BURLANDO,



Treasurer and Space Buyer. Connected with advertising work fifteen years. **LESTER J. MALLETS**, Space Buyer.

This agency is especially fitted to serve mail-order accounts but handles accounts in all fields with a marked degree of success. Individuals of the staff are experienced in radio, outdoor and direct-mail advertising and publicity news service. At present serves twenty-eight. The oldest are International Handkerchief Mfg. Co., Murphy-Gorman Co. and National Outdoor Advertising Bureau. The three largest are E. H. Holmes & Co., Murphy Gorman Co. and National Outdoor Advertising Bureau.

#### **B. R. SHERWOOD ADVERTISING AGENCY**

26 Court Street, Brooklyn, N. Y.

Recognitions: ANPA; AHMP.

**SHIELDS & VANDEN, Inc.** Established 1925  
205 West Wacker Drive, Chicago, Ill.

Recognitions: ABP; APA; AHMP.

**EARL B. SHIELDS**, President and Treasurer. **GEORGE W. VANDEN**, Vice-President and Secretary. **A. E. DAHLBERG**, Space Buyer.

This agency is particularly qualified to serve accounts in all fields. Has clientele of sixteen, among which the three oldest are Calumet Steel Co., Thoma & Son, Inc., and Dexter Co. Among the largest are Dexter Co., Thoma & Son, Inc., and American Ironing Machine Co.

**SHUMAN-HAWS ADVERTISING CO.** Established 1914  
820 No. Michigan Avenue, Chicago, Ill.

Branches: Grand Rapids, Mich.; Davenport, Iowa

Recognitions: ANPA; ABP; APA; AHMP.

**R. CLAVERT HAWS**, President. Formerly director and advertising manager, Baker-Vawter Co., Brown Shoe Co. and R. E. Funston Dried Fruit & Nut Co. Was editor of *Successful Banking*. **A. M. HAWS**, 1st Vice-President. **S. E. GUNTER**, Secretary, Treasurer and Space Buyer. **HENRY NATHAN**, 2nd Vice-President. Previously president, Nathan Advertising Co., Inc. Was manager of advertising and sales service department, Poole Bros. Twenty years' experience as merchandising and advertising counsellor on direct-by-mail and dealer help campaign. **LINN T. PIPER**, 3rd Vice-President and Merchandising Director. **A. R. DUVAL**, Research Director.

This agency has an efficient staff experienced in obtaining successful results for general, financial, resort and mail-order accounts. It has a present clientele of forty, of which the three oldest are Carter Radio Co., Gordon, Gordon, Ltd., and Briar Products Co. Among the largest are Gordon, Gordon, Ltd., Lucille Young and Carter Radio Co.

**FRANKLIN F. SHUMWAY CO.** Established 1880

453 Washington Street, Boston, Mass.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

**FRANKLIN P. SHUMWAY**, President and Treasurer. **CLINTON JORDAN**, Vice-President. **RAY MILLER**, Secretary. **ARTHUR H. MERRITT**, **CARL E. SHUMWAY** and **WALKER K. MUNROE**, Directors. **CONRAD E. KENNISON**. **EVERETT L. WALKER**. **RICHARD L. SLOANE**.

This is an efficient agency serving accounts in diversified lines and especially capable of securing results on financial, school and resort accounts. It has a well-organized staff specializing in business paper, outdoor and direct-mail advertising, also publicity news service. Its present clientele is approximately seventy-eight, of which thirty-eight are hotels. The oldest accounts are W. A. Wilde & Co., Glastonbury Knitting Co. and Paine Furniture Co. The three largest are French, Shriner & Urner, Boston & Maine Railroad and Iver Johnson Co.

**SIDENER VAN RIPER & KEELING, Inc.** Est. 1910  
1205 Merchants Bank Bldg., Indianapolis, Ind.

Member: AAAA; ABC.

Recognitions: ANPA; PPA; APA; AHMP.

**MERLE SIDENER**, President. **GUERNSEY VAN RIPER**, Treasurer. **HAL R. KEELING**, Vice-President and Merchandising Director. **DON H. COLLINS**, Research Director and Space Buyer.

A well-organized agency with high ideals, serving about twelve national clients in diversified lines. Among the oldest are Perfect Circle Co., Ross Gear & Tool Co., Majestic Co. and Noblitt Sparks Industries.

**H. CHARLES SIECK** Established 1922  
1304 Grenshaw Blvd., Los Angeles, Calif.

Recognitions: APA; AHMP.

**H. CHARLES SIECK**, Founder. Fifteen years' national and

Pacific Coast experience. He is Space Buyer. **C. HAROLD SEXSMITH**, Space Buyer.

This agency capably serves accounts in all lines and particularly financial and mail-order accounts. Specializes in radio, business paper and outdoor advertising, and publicity news service. Of the six accounts it is now handling, the oldest as well as largest are Armstrong Nurseries, Bekins Van & Storage Co. and Mathews Paint Co.

**ALFRED J. SILBERETEIN, Inc.**

310 Fifth Avenue, New York, N. Y.

Recognitions: ANPA; PPA; AHMP.

**SIMMONDS & SIMMONDS, Inc.** Established 1908  
422 S. Dearborn Street, Chicago, Ill.

Recognitions: ANPA; PPA; APA; AHMP.

**F. M. SIMMONDS, JR.**, President and Space Buyer. **B. J. KAVANAGH**, Vice-President. **J. T. MOORE**, Secretary, Merchandising Director and Space Buyer. **F. M. SIMMONDS, Sr.**, Treasurer.

This agency employs specialists in radio, business paper and direct-mail media. It is equipped to serve general accounts and those with a technical, school, mail-order, building material, machinery or automotive background. Has list of about fifteen, among which the three largest are Ilg Electric Ventilating Co., Chicago Engineering Works and L. L. Cooke School of Drafting. The oldest are Ilg Electric Ventilating Co., National Kellastone Co. and Alvey Mfg. Co.

**SIMPSON ADVERTISING CO.** Established 1917

915 Olive Street, St. Louis, Mo.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

**ROY B. SIMPSON**, President, Treasurer, Merchandising Director and Space Buyer. Formerly advertising manager, Corn Products Co. and sales manager of its by-products department. Was assistant advertising manager, Quaker Oats Co., in charge of copy department. For four years general sales and advertising manager, Santo Vacuum Cleaner Co. Advertising director, International Shoe Co. for three years. **E. H. SIMPSON**, Vice-President. **S. G. SUTHERLAND**, Secretary. Connected with International Shoe Co. for twelve years as sales manager. Left it to organize the Pedigo-Weber Shoe Co. **A. L. SCHWEIDTMAN**, Space Buyer. **J. C. FINLEY**, Research Director. **C. M. BIGGERS**, Advertising Director.

This agency is organized to give personal service to accounts well diversified in range. It is well fitted to handle mail order, shoe, food, apparel, feeds and mechanical office and home appliance accounts. This organization has specialists in business paper and direct-mail advertising as well as publicity news service. At this time serves nineteen accounts, of which the foremost ones are Happy Feed Mills, Anglo American Mill Co. and Widmer Engineering Co.

**CHARLES M. SLOAN, ADVG.** Established 1922

8 So. Michigan Avenue, Chicago, Ill.

Recognitions: ABP; APA; AHMP.

An agency exceptionally qualified to serve technical accounts. Serves seven accounts at present, of which the three oldest are Flexible Steel Lacing Co., Dearborn Chemical Co. and Crane Packing Co. The three largest are Dearborn Chemical Co., Flexible Steel Lacing Co. and Locomotive Firebox Co.

**SMALL, LOWELL, Inc.** Established 1922

17 East 45th Street, New York City.

Recognitions: ANPA; ABP; AHMP.

**MORTIMER LOWELL**, President and Merchandising Director. Formerly with Harry Porter Co. and Hoyt's Service. **MARVIN SMALL**, Secretary-Treasurer. Prior to becoming member of this agency was business manager of *Drug Topics*, advertising manager, American Druggists Syndicate and assistant advertising manager, McKesson & Robbins, Inc. **ALBERT SEIFFER**. Previously with S. C. Beckwith Special Agency, Chas. C. Green Co. and Volkman Advertising Agency.

This agency is prepared to accept general accounts and any account dealing with drugs and toilet goods. Serves about twenty clients.

**ALLEN C. SMITH ADVERTISING CO.**

Davidson Building, Kansas City, Mo.

Recognitions: ANPA; APA; AHMP.

**C. BREWER SMITH, ADVERTISING AGENCY**

27 School Street, Boston, Mass.

Recognitions: ANPA; PPA; APA; AHMP.



**McCURDY SMITH, Inc.** Established 1918  
70 Fifth Avenue, New York City.

Recognitions: ANPA; PPA; APA; AHMP.

FREDERICK McCURDY SMITH, President, Merchandising Director and Space Buyer. Thirty-seven years' experience in advertising, including a broad range of activities from retail stores to national advertising media. CHARLES H. PLUMMER, Vice-President and Space Buyer. Varied experience in agency field since 1903. MARJORIE J. WEISS, Secretary and Space Buyer. LUCIA K. PEABODY, Treasurer. HOWARD L. HILL, Research Director.

The wide experience of the principals qualifies this agency for technical, school, resort and mail-order accounts as well as those in other fields. Has well-trained staff that gets results from radio, business paper and direct-mail advertising. At present it is serving ninety-seven accounts. The three oldest are Van Houten, Inc., Roanoke Photo Finishing Co. and Peely Co. The largest are Captiol Bus Terminal, Inc., Pediforme Shoe Co., Robert Reiner, Inc. and Wheeler Shipyard.

**SMITH & FERRIS** Established 1923  
739 So. Hope Street, Los Angeles, Calif.

Member: NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

A. CARMAN SMITH, President and Research Director. In advertising business since 1906. Was president of Los Angeles' first advertising agency—Newitt Advertising Agency. C. F. CRANK, Vice-President. Thirteen years' advertising experience. Has printing training. H. C. DRUM, Vice-President and Merchandising Director. Formerly in newspaper business. Has had extensive managerial advertising experience with many large concerns. A. V. ECHTERNACH, Vice-President. Previous to becoming member of this agency was engaged in advertising in own right. A. J. NACK, Secretary-Treasurer. D. H. BUTLER, Space Buyer.

This is one of the leading coast agencies well equipped to service accounts in all fields and particularly those of financial or technical character. It has a well-rounded staff giving particular attention to business paper, outdoor and direct-mail advertising and publicity news service. It is now serving twenty-five clients, of which the three oldest are Gilmore Oil Co., Rancho Santa Fe and Weber Showcase & Fixture Co. The three largest are Samson Tire & Rubber Corp., Gilmore Oil Co. and Rancho Santa Fe.

**SMITH-SCHREINER & SMITH, Inc.** Est. 1924  
1098 Union Trust Building, Pittsburgh, Pa.

Recognitions: ABP; APA; AHMP.

LAMBERT SMITH. Fifteen years' industrial and advertising work.

This agency is especially equipped to serve general, technical and mail-order accounts. Staff particularly efficient in business paper and direct-mail advertising. Accounts served at present: fifteen. The oldest and largest are National Tube Co., American Sheet & Tin Plate Co. and Cooper Bessemer Corp.

**SMITH, STURGIS & MOORE, Inc.** Established 1909  
171 Madison Avenue, New York City.

Branches: Premier House, Southampton Row, London, W. C. 1, England.

Member: AAAA; NOAB.

Recognitions: ANPA; PPA; APA; AHMP.

FRANK G. SMITH, President. Thorough experience of twenty years in agency work. Previously connected with writing and selling. CHAS. HARTNER, Vice-President. Twenty-two years' agency experience in all departments. WM. A. STURGIS, Vice-President. In agency field fifteen years. Prior to that was advertising manager and in sales work. TRACY H. LEWIS, Secretary and Research Director. Well experienced in newspaper field. H. L. COHEN, Treasurer and Space Buyer. Doing agency work twenty-two years. LT. COLONEL HAROLD A. MOORE, Resident Director of London Office. MISS E. M. PARKER, Assistant Space Buyer. J. W. O'MAHONEY, Merchandising Director.

An efficient agency particularly adapted to handle accounts of a financial, school, resort, steamship or travel nature, as well as those in any other field. Members of staff are experienced in securing results from radio and moving picture advertising. Publicity news service a specialty. Clientele: twenty-one. Three oldest: North German Lloyd, Holmes & Edwards Silver Co., and Lampport & Holt. Largest: Endicott-Johnson Shoes, North German Lloyd and Holmes & Edwards Silver Co.

**WALTER B. SNOW and STAFF, Inc.** Est. 1907  
932 Statler Bldg., Boston, Mass.

Member: AAAA; NOAB.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

HAROLD BUGBEE, President. ADELAIDE S. MCKENNA, Treasurer, Secretary and Space Buyer. The selling and advertising experience of the principal executives covers both advertising management and agency work.

This agency is particularly fitted for industrial accounts but handles general accounts with a marked degree of success. At present serves twenty, of which the oldest are L. S. Starrett Co., Bird Machine Co. and Condit Electric Mfg. Corp.

**FREDERICK N. SOMMER ADVERTISING AGENCY**  
810 Broad Street, Newark, N. J.

Recognitions: ANPA; APA; AHMP.

**SOUTHERN ADVERTISING AGENCY** Est. 1903  
Byrd Building, Memphis, Tenn.

Recognitions: ANPA; AHMP.

This agency serves and solicits accounts in a wide diversity of fields. Foremost among its eighteen clients are Plough, Inc., Pelvo Medicine Co. and Keystone Laboratories.

**SPAFFORD CO., Inc.**  
10 Arlington Street, Boston, Mass.

Recognitions: ANPA; APA; AHMP.

**SPARROW ADVG. AGENCY, Inc.** Est. 1903  
Suite 700, Farley Building, Birmingham, Ala.

Recognitions: ANPA; APA; AHMP.

PAUL A. SMITH, President. Research Director and Space Buyer. BAXTER M. EASTBURN, Vice-President, Merchandising Director and Space Buyer. JOHN D. DUKES, Secretary-Treasurer and Space Buyer.

A capable agency serving accounts in all lines and particularly successful in handling financial and technical accounts. Specializes in business paper, outdoor and direct-mail advertising and publicity news service. Has clientele of thirty-five, among which the three oldest are Birmingham Realty Co., Jemison Companies and Alabama Power Co. Three largest are Jax Plant Food Co., Alabama Power Co. and Jemison Companies.

**ROLFE C. SPINNING, Inc.** Established 1925  
5057 Woodward Avenue, Detroit, Mich.

Recognitions: ANPA; ABP; APA; AHMP; PPA.

ROLFE C. SPINNING, President and Space Buyer. WM. C. DUDGEON, Vice-President and Space Buyer. ELON C. BARROWS, Secretary and Space Buyer. HAROLD W. HOLMES, Treasurer. This agency serves accounts in a wide range of fields and is particularly efficient in handling those of a technical or mail-order nature. Individuals of staff specialize in business paper advertising. At present serves thirty accounts. Among the oldest are Universal Power Shovel Co., Fairbairn Hotel and Backus Fordon Co. Among the largest are Universal Power Shovel Co., Arnold Check Writer Co. and International Mill & Timber Co.

**M. SPIVAK, ADVERTISING AGENCY**  
249 West 34th Street, New York, N. Y.

Recognitions: ANPA; AHMP.

**RUSSELL H. SPOOR CO., Inc.** Established 1925  
Heckert Building, Appleton, Wisconsin

Recognitions: ABP; APA; AHMP.

R. H. SPOOR, President and Space Buyer. Six years' advertising managerial and agency experience. E. M. LAITLAW, Secretary. In agency and direct mail work four years. C. E. WALTERS, Treasurer, Research and Merchandising Director and Space Buyer. Thorough experience covering thirty-five years' agency and managerial work. T. D. BROWN. Connected with art and direct-mail field fifteen years.

This agency serves accounts in all fields but is particularly experienced in handling those with a technical, school, resort or mail-order background. Employs specialists in business paper and mail-order advertising. Number now served: thirty-seven. Oldest: Tuttle Press Co., Menasha Wooden Ware Corp. and Fish Rotary Oven Co. Largest: Mitchell Mfg. Co., Tuttle Press Co. and Fish Rotary Oven Co.

**STACK-GOBLE ADVG. AGENCY** Established 1894  
29 East Madison Street, Chicago, Ill.

Member: ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

E. R. GOBLE, President and Treasurer. H. L. HULSEBUS, Vice-

President, Research Director and Space Buyer. F. M. REED, Secretary, Merchandising Director and Space Buyer.

A prominent well-organized agency servicing general accounts and particularly adapted to handle financial, school and resort business. Specializes in radio, business paper and outdoor advertising and publicity news service. Among its sixteen clients are listed Standard Oil Co. (Ind.), Swift & Co., Santa Fe Railway and Northern Pacific Railway.

**G. S. STANDISH ADVERTISING AGENCY**  
Union Trust, Building, Providence, R. I.

Recognitions: ANPA; PPA; APA; AHMP.

**CALVIN STANFORD ADVG. AGENCY** Est. 1916  
Connally Building, Atlanta, Ga.

Recognitions: APA; ABP.

CALVIN STANFORD, Principal. Head of this agency thirteen years, previous to which he had fourteen years' sales experience. NORMAN COLE, Merchandising Director. Principal of this agency five years. Formerly had fourteen years' experience as plan and merchandising director, general manager of several agencies and sales and advertising manager. LESTER W. COLE, Service Director. L. O. COBURN, Research Director and Space Buyer. H. L. DAUGHERTY, Art Director. C. C. FULLER, Production Manager.

This agency is especially fitted for textile, mail-order and general accounts. It is now serving twenty-six accounts, of which ten are in the textile field. Three oldest clients: Fulton Bag & Cotton Mills, Terrell Machine Co. and Westcott Hosiery Mills. Three largest: Westcott Hosiery Mills, Montevallo Coal Mining Co. and American Institute of Psychology.

**STAPLES & STAPLES, Inc.** Established 1909  
10 South 10th Street, Richmond, Va.

Member: AAAA; NOAB.

Recognitions: ANPA; PPA; APA; AHMP.

H. L. STAPLES, President. Nineteen years' agency experience. Has done considerable writing on economic questions and on problems of advertising farm products and cooperative marketing. D. D. STAPLES, Secretary and Treasurer. Seventeen years' advertising agency experience.

This is one of the leading agencies in the South and the only Four A agency with home office in Richmond. This agency handles fifteen accounts, some of which it has served for sixteen years. Among its clients are Standard Blottings and Two-Text Illustrated Letter Paper and Wood's Seeds.

**DANIEL STARCH & STAFF** Established 1923  
1374 Massachusetts Avenue, Cambridge, Mass.

Branch: 420 Lexington Avenue, New York City.

Member: AAAA.

Recognitions: ANPA; APA; AHMP.

GILBERT GOOLD, Space Buyer, New York Office.

A capable agency soliciting general, financial and technical accounts. Serves twelve clients.

**THE F. R. STEEL CO.,**  
840 No. Michigan Avenue, Chicago, Ill.

Recognitions: PPA; APA.

**E. G. STELLINGS CO., Inc.** Established 1922  
Murchison Building, Wilmington, N. C.

Recognitions: ANPA; APA; AHMP.

E. G. STELLINGS, President, Treasurer and Space Buyer. Fourteen years' practical advertising experience covering retail and wholesale stores, theaters, newspaper and agency.

This agency is a member of the Lynn Ellis Group. It is thoroughly experienced in advertising through direct-mail. Serves efficiently accounts of all classification and particularly those of a school, resort, proprietary, or drug nature. Among its twelve clients the three oldest are Wilmington Chamber of Commerce, Apinol Corp. and Yerkes Chemical Co. The three largest are City of Wilmington, Mebane Bedding Co. and Bradley Laboratory.

**STERLING ADVERTISING AGENCY**  
700 S. Council Street, Muncie, Ind.

Recognitions: APA; AHMP.

**ARTHUR R. STERNAU**  
1003 Bailey Building, Philadelphia, Pa.

Recognitions: ANPA; AHMP.

**STERNFIELD-GODLEY, Inc.**  
9-15 Park Place, New York, N. Y.

Recognitions: APA; AHMP.

**STEUERMAN SERVICE**

15 East 26th Street, New York, N. Y.

Recognitions: ANPA; PPA; APA; AHMP.

**H. & J. STEVENS CO.** Established 1918  
506 Murray Building, Grand Rapids, Mich.

Recognitions: PPA; ABP; APA; AHMP.

JOE STEVENS, Jr., President and Space Buyer. A. WARD PALMER, Vice-President. JOHN STEVENS, Treasurer and Space Buyer. MARVIN LINDEMANN, Secretary.

An efficient agency handling accounts in a wide range of fields.

**HERMON W. STEVENS, AGENCY**

244 Washington Street, Boston, Mass.

Recognitions: ANPA; APA; AHMP.

**JEWELL F. STEVENS CO.** Established 1922  
19 So. La Salle Street, Chicago, Ill.

Recognitions: PPA; APA; AHMP.

J. F. STEVENS. J. H. KRAUSE.

This agency is organized to secure results for general, financial, technical, school and resort advertisers. Its staff specializes in radio, business paper, outdoor and direct-mail advertising and publicity news service. Handles thirty-nine accounts, of which the oldest are Colonial Fireplace Co., B. B. Kirkbride Bible Co. and Excello Products Co. The three largest are Northern Hemlock Mfrs. Assn., Bryant & Stratton College and Colonial Fireplace Co.

**STEWART-DAVIS ADVG. AGENCY** Est. 1910  
400 North Michigan Avenue, Chicago, Ill.

Member: AAAA; ABC.

Recognitions: ANPA; PPA; APA; AHMP.

An efficient agency serving national accounts in diversified lines.

**THE C. C. STOCKFORD CO.**  
136 Huron Street, Toledo, Ohio

Recognitions: APA; AHMP.

**A. M. STOCKMAN ADVG. AGENCY** Est. 1914  
20 Vesey Street, New York City.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

A. M. STOCKMAN. Twenty-two years' agency experience. Previous to that connected with printing and publishing house. W. ARTHUR LEE. In advertising work since 1920 as copy and service man. At one time New England advertising representative of *Plumbers Trade Journal*. L. A. STOCKMAN, Research Director and Space Buyer. CHARLES O'LAUGHLIN, Merchandising Director.

An agency especially fitted for general, financial, technical, school, resort and mail-order accounts. It specializes in business paper and direct-mail advertising. At present serves nineteen accounts.

**JULES P. STORM & SONS, Inc.**  
420 Lexington Avenue, New York, N. Y.

Recognitions: ANPA; PPA; AHMP.

**J. IRVIN STRAIN, Inc.** Established 1920  
Eutaw and Biddle Streets, Baltimore, Md.

Recognitions: APA; AHMP.

J. IRVIN STRAIN, Space Buyer. C. V. HANSON.

This agency is well adapted to serve general and mail-order accounts. Now serves nine clients, of which the oldest are D. H. Fulton & Bro., Superba Co. and Sterling Co.

**STRANG & PROSSER ADVERTISING AGENCY**  
Smith Building, Seattle, Wash.

Recognitions: ANPA; PPA; APA; AHMP.

**STREET & FINNEY, Inc.** Established 1902  
40 West 40th Street, New York City.

Branch: 185 Devonshire Street, Boston, Mass.

Member: NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

FRANK FINNEY, President. Formerly general freight and passenger agent of a western railroad. Afterwards with *Mail and Express*, a New York paper. ROBERT FINNEY, Secretary and Research Director. F. N. FINNEY, Treasurer. G. G. CLARK, Vice-President and Art Director. With this organization ten years. Previously with Blackman Ross, Calkins & Holden and Frank Presbrey Co.; also *New York Times*. E. WESLEY HEVNER, Vice-President. Formerly with Fleisher Yarn Co. of Philadelphia, and Donovan-Armstrong Agency.



**STREET & FINNEY, Inc.—(Continued)**

F. HELLAR, Production Manager. RUSSELL MITCHELTREE, Vice-President and Director of Copy. A. L. RICE, Vice-President in charge of Boston Office. M. J. ABBOTT, Vice-President and Merchandising Director. Has charge of sales. JOHN F. MAYER, Space Buyer.

This agency is experienced in handling financial, technical, radio and general accounts to the complete satisfaction of the advertiser. It makes a specialty of publicity news service. Knows how to get successful results for its clients through radio, business paper and outdoor advertising. Handles sixteen accounts. The three oldest are Shaw-Walker Co., United Drug Co. and Liberty Mutual Insurance Co. The largest are Mello-Glo Co., Dwinell-Wright Co. and United Drug Co.

**J. L. SUGDEN ADVERTISING CO., Inc.**

307 No. Michigan Avenue, Chicago, Ill.

Recognitions: ANPA; PPA; APA; AHMP.

**G. LYNN SUMNER CO., Inc.** Established 1925

285 Madison Avenue, New York City.

Member: AAAA; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

G. LYNN SUMNER, President. Formerly advertising director, International Correspondence Schools, and vice-president, Woman's Institute. At one time president of A. N. A. PAUL M. BRYANT, Vice-President and Merchandising Director. Fifteen years' selling and direct-mail experience. Formerly vice-president Buckley Dement Co. ROBERT K. LEAVITT, Secretary-Treasurer and Research Director. Previously advertising manager of Onyx Hosiery and later secretary-treasurer of A. N. A. JOS. BOLAND, Space Buyer.

A well-organized agency particularly adapted for mail-order, textile, wearing apparel and style merchandise accounts, as well as general business. Present clientele: seven. Oldest: Singer Sewing Machine Co., Dennison Mfg. Co. and Amory, Browne & Co. Largest: Singer Sewing Machine Co., Dennison Mfg. Co. and National Blank Book Co.

**THE SWEENEY & JAMES CO.** Established 1919

1632 Euclid Avenue, Cleveland, Ohio

Member: NOAB.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

JOHN F. SWEENEY, President. FRANK G. JAMES, Vice-President. BARCLAY MELDRUM, Vice-President. JOSEPH HEWSMITH, Vice-President. RUTH R. HARVEY, Secretary and Treasurer. WINSOR B. FRENCH, Research Director. WALTER J. MUNRO, Merchandising Director. HARRY B. SNYDER, Head of Space Buyers.

This is a well-organized agency well qualified to serve general and financial accounts. It specializes in business paper, outdoor and direct-mail advertising, also publicity news service. Has present clientele of twenty-three, among which the oldest are Plain Dealer Publishing Co., Jordan Motor Car Co. and General Fire Proofing Co. The largest are Jordan Motor Car Co., Central Alloy Steel & Peerless Motor Car Corp.

**SWISHER ADVERTISING SERVICE**

Mears Building, Scranton, Pa.

Recognitions: ANPA; AHMP.

**SYVERSON-KELLEY, Inc., ADVG.** - Est. 1919

612-14 Mohawk Building, Spokane, Wash.

Member: AAAA.

Recognitions: PPA; ABP; AHMP.

A. H. SYVERSON, President and Space Buyer. In advertising business since 1913. RAYMOND P. KELLEY, Vice-President. Formerly secretary, Gregg Publishing Co. LEE R. DOUBLE, Secretary. Eight years' advertising experience. MRS. LOIS K. KRUEGER, Space Buyer.

This agency is affiliated with the Hamman Advertising Organization, Inc., and Lesan Advertising Agencies, Inc. It is organized to give service to financial, school, resort, retail and manufacturing accounts. It specializes in advertising through direct-mail and publicity news service. Of the forty accounts served, the three oldest are Broadview Dairy Co., Spokane Chamber of Commerce and McGoldrick Lumber Co. The three largest are Old National Bank & Union Trust Co., Spokane Chamber of Commerce and Joyner Drug Co.

**M. C. TAYLOR CO.**

Established 1928

601 National Fidelity Life Building, Kansas City, Mo.

Recognitions: ANPA; APA; AHMP.

M. C. TAYLOR. P. W. LIMERICK. PAUL MILLER. W. G. HEREN.

This agency serves forty accounts in a wide diversity of fields

and is especially adapted to give efficient cooperation to technical, mail-order, food, farm implements and construction business. The members of its staff are experts in radio, business paper and direct-mail service and publicity news service.

**PAUL TEAS, Inc., ADVG. COUNSELORS** Est. 1920

735 Guardian Building, Cleveland, Ohio

Recognitions: ANPA; PPA; ABP; APA; AHMP.

PAUL TEAS, President. Over twenty-five years' advertising experience covering connections with N. W. Ayer, Deming Co., McFarland Publicity Service, H. K. McCann Co. and Caxton Co. RALPH LEAVENWORTH, Secretary. Four years Y. M. C. A. work. Advertising manager for four years. Connected with above agency six years. W. E. BAUGHMAN, Treasurer. Certified Public Accountant for more than thirty years. J. C. PATTERSON, Research Director and Space Buyer.

The above agency solicits and successfully serves accounts in every line, but is particularly efficient in handling industrial and technical business. Its advertising through business papers and direct-mail gets results for advertisers. Individual members of the organization specialize in publicity news service. At this time sixteen accounts are being served. Among them the three oldest are Byers Machine Co., Canfield Oil Co. and Elwell-Parker Electric Co. The three largest are Austin Co., Canfield Oil Co. and Byers Machine Co.

**J. WALTER THOMPSON CO.**

Established 1864

420 Lexington Avenue, New York City, N. Y.

Branches: Boston, Mass.; Cincinnati, Ohio; Chicago, Ill.; San Francisco, Calif.; London, England; Berlin, Germany; Copenhagen, Denmark; Stockholm, Sweden; Antwerp, Belgium; Madrid, Spain; Paris, France; Warsaw, Poland; Alexandria, Egypt; Port Elizabeth, South Africa; Buenos Aires, Argentine Republic; Sao Paulo, Brazil.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

STANLEY RESOR, President. GILBERT KINNEY, CHARLES E. RAYMOND, WALTER G. RESOR, HENRY T. STANTON, JAMES W. YOUNG, S. H. RICHEY, STEWART L. MIMS, JOHN B. WATSON, LLOYD W. BAILLIE, MILTON J. BLAIR, WILLIAM L. DAY, WILLIAM C. ESTY, WILLIAM G. PALMER, FREDERICK O. PERKINS, JOHN U. REBER, JAMES D. WOOLF, Vice-Presidents. HOWARD KOHL, Secretary. EARLE CLARK, Treasurer and Assistant Secretary. A. V. POLLOCK, Assistant Treasurer. PAUL T. CHERINGTON, Research Director. WALTER G. RESOR, Manager, Boston. HOWARD HENDERSON, Manager, Cincinnati. HENRY T. STANTON, Manager, Chicago. VERNON R. CHURCHILL and J. MARK HALE, Co-Managers, San Francisco. SAMUEL W. MEEK, JR., London. KENNETH W. HINKS, Manager, Berlin. PHILIP RICHARDSON, Manager, Copenhagen. ADRIAN HEAD, Manager, Stockholm. EDWARD E. PRATT, Manager, Antwerp. ARTHUR E. HARTZELL, Manager, Madrid. KARL KNIFE, Manager, Paris. GEORGE P. RICHARDSON, JR., Manager, Warsaw. CHESTER H. DUCLOE, Manager, Alexandria. FRANCIS J. MCARDLE, Manager, Port Elizabeth. HENRY C. FLOWER, JR., Manager, Buenos Aires and Sao Paulo.

This is one of the oldest and largest advertising agencies in the country. It is well known internationally, having offices in many foreign countries; and has been responsible for many of the outstanding advertising campaigns. Its list of clients includes some of the most important national and international advertisers, many of whom it has served upwards of twenty years. The agency is thoroughly experienced in securing outstanding results from radio, business paper and outdoor media. Individual members of its capable staff specialize in publicity news service. Ninety-seven accounts, embracing almost every field, are now being served by this agency.

For further information, see page 213.

**THE THOMPSON-KOCH CO.**

32 West Sixth Street, Cincinnati, Ohio

Recognitions: PPA; APA; AHMP.

**THWING & HERBERT, Inc.**

Established 1925

192 Lexington Avenue, New York City, N. Y.

Recognitions: ANPA; PPA; AHMP.

WALTER E. THWING, President and Space Buyer. FRANK M. HERBERT, Secretary, Treasurer and Space Buyer. RUSSELL L. SCRIVEN, Space Buyer.

This agency specializes in mail-order and general publishers' accounts with successful results. It is thoroughly experienced in direct-mail advertising. Among its twelve clients the oldest are G. & C. Merriam Co., Ronald Press and D. Van Nostrand & Co.



# Grief

*There are days  
when it pours -*



EVERY Advertising Manager knows the days when the accumulated troubles of his universe descend together in a deluge upon his desk—when he finds himself staring at a nightmarish swirl of letters, memoranda and telegrams, each bearing its message of what is known in advertising circles as Grief.

Here's a wire to say that the big travelling display scheduled for three days beginning tomorrow in the window of the biggest dealer in Pittsburgh is AWOL in transit and has been for a week. There's a letter from the 'Frisco office reporting that the Blank Company, exclusive dealers in Los Angeles, have got to have a

cooperative advertising allowance or they'll play in someone else's back yard from now on.

The Production Manager has just recollected that two weeks ago the specifications of the 44x model were changed and that the Advertising Department might want to know "so as to fix up the catalog"—which is now on the press running its third color. The Treasurer wants a detailed summary of every bill to be paid between now and September 30. Miss Flutter is going to get married; he must hire a new secretary. The printer's boy has been "on the way over" since morning.

We know something about the special grief of an Advertising Manager's life because our principals have all been Advertising Managers themselves. As an agency we believe it is our duty to keep publication advertising grief off the desks of

our clients and to borrow some of the other grief for our own desks.

We believe the first requisite of an agency should be the ability to do a supremely good job of plan and copy for publication advertising. And for that assignment we believe an agency is the better qualified if its principals have been trained, as ours have, on the side of the advertising fence where only results count.

But the service of an agency does not stop with publication advertising. It involves rendering to the client a skilled, understanding assistance in everything connected with the distribution of merchandise. We believe this service is the better rendered by men who have acquired an intimate knowledge of the advertiser's point of view by actual experience with all the variously assorted items of grief which harrass the Advertising Manager.

THE G·LYNN·SUMNER·COMPANY INC  
*Advertising*

G·LYNN·SUMNER · PAUL·M·BRYANT · ROBERT·K·LEAVITT  
285 MADISON AVENUE NEW YORK CITY

**TOMOWSKE ADVERTISING AGENCY**

Chronicle Building, Spokane, Wash.

Recognition: ANPA.

ERNEST TOMOWSKE, owner.

A personal service agency of a very fine type, specializing on Pacific Northwest newspaper campaigns.

**CHARLES H. TOUZALIN AGENCY** Established 1911  
7 So. Dearborn Street, Chicago, Ill.

Member: NOAB.

Recognitions: ANPA; PPA; APA; AHMP.

CHARLES H. TOUZALIN, President. Twenty-five years with Lord & Thomas previous to founding above agency. WILLIAM B. SWANN, Vice-President. Before joining this agency in 1916, was connected for nine years with Mahin Advertising. J. C. WILLIAMS, Vice-President. Formerly with Crowell, Williams & Co., Benson, Gamble & Co., and Critchfield & Co. ALBERT R. CALLIES, Secretary, Treasurer and Space Buyer. M. A. BETTMAN, Manager, Classified Department.

The above agency is thoroughly experienced in handling business in every field, but particularly resort, mail-order, farm paper and household accounts. It employs specialists in radio, business paper, outdoor and direct-mail advertising. Of its seventy-five clients the three oldest are Vaughan Seeds, Chicago Flexible Shaft Co. and Chicago, Duluth & G. B. Transit Co. The largest are Imperial Furniture Co., Borden's (of Illinois) and Chicago, Duluth & G. B. Transit Co.

**ARTHUR TOWELL, Inc.**

119 Monona Avenue, Madison, Wis.

Recognition: APA.

ARTHUR TOWELL, President.

A personal service agency with a dozen clients including the *Jamesville Gazette*, Kemp Canning Co., Guardian Life Insurance Co. and Schoelkopf Door Operators.

**W. I. TRACY, Inc.** Established 1921  
420 Lexington Avenue, New York City, N. Y.

Recognitions: PPA; APA; AHMP.

WM. IRWIN TRACY, President, Treasurer and Space Buyer. ARTHUR S. GARRABRANTS, Vice-President and Secretary. FRANK S. KENT, Vice-President, Merchandising Director and Space Buyer. J. CLEMENT BOYD, Vice-President, Research Director and Space Buyer. GEORGE M. PEASE, Assistant Treasurer. ROBERT B. PEARSALL, Space Buyer.

The above is a well-organized agency successfully serving and soliciting accounts in every field. It specializes in radio, business paper, outdoor and direct-mail advertising and publicity news service. Of its forty-two clients the three oldest are Strong, Hewat & Co., Inc., Sonny Blouse Co., Inc. and Samuel Budd. The three largest are Alice Foote MacDougall & Sons, Inc., Irons & Hoover, Inc., and Hodshon Co.

**TRACY-LOCKE-DAWSON, Inc.** Established 1913  
Majestic Building, Dallas, Texas

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

SHELLEY E. TRACY, President. With this agency since its establishment. RAYMOND P. LOCKE, Vice-President and Treasurer. Connected with above agency since 1913. J. M. DAWSON, Vice-President. With agency since 1919. C. B. WAKELEY, Secretary. Member of above since 1919. H. H. ROBINS, Assistant Treasurer. Joined agency in 1919. JAS. E. CLARK, Research and Merchandising Director. H. E. HENDRICK, Space Buyer. MONTY MANN, Assistant Space Buyer.

This agency is well prepared to give successful service to all accounts and especially those of a financial, technical, school, resort, mail-order or association character. Among the present clientele of seventy-eight the three oldest are Marland Refining Co., Mistletoe Morning Glory Creameries and Gebhardt Chili Powder Co. The three largest are Marland Refining Co., Dr. Pepper Co. and Industrial Dallas, Inc.

For further information, see page 215.

**TRACY-PARRY CO., Inc.** Established 1909  
Public Ledger Bldg., Philadelphia, Pa.

Member: AAAA; NOAB.

Recognitions: ANPA; PPA; APA; AHMP.

W. B. TRACY, President. Formerly with Frank Presbrey Co. E. S. PARRY, Vice-President. Previously connected with Western Electric Co. Newspaper editorial experience. F. H. WARNER, Vice-President. Was with Bird & Son prior to above connection. F. C. SELBY, Vice-President and Merchandising

Director. Member of Timmons Electric Co. previously. DUNCAN MACPHERSON, Secretary. HARRY E. FAUSER, Treasurer. Was formerly with American Pipe Co. in advertising capacity. HERBERT M. MORRIS, Research Director. JAMES C. GIBSON, Space Buyer.

This agency is organized to give efficient service to accounts in every field but particularly to those where women are the principal purchasing factors. It knows how to secure profitable returns from radio and business paper advertising. Individuals of its staff specialize in publicity news service. Of the twenty-four accounts it is now serving, the three oldest are William Skinner & Sons, Penn. Lawn Mower Co. and Henry A. Dreer.

**TRADES ADVERTISING AGENCY** Established 1909  
665 Fifth Avenue, New York City.

Member: AAAA; NOAB.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

G. WALTER LINDSEY, Founder and Sole Owner. E. FORREST SIMPSON, Research Director. H. K. BURNHAM, Merchandising Director. J. CONE, Space Buyer.

This agency gives special attention to business paper, outdoor, moving picture and direct-mail advertising. It is well-equipped to serve general and technical accounts.

**TRANSOM AGENCY, Inc.**

637 No. Michigan Avenue, Chicago, Ill.

Recognitions: APA; AHMP.

**THE TUCKER AGENCY, Inc.** Established 1913  
303 Fifth Avenue, New York City.

Recognitions: ANPA; ABP; APA; AHMP.

W. G. TUCKER, JR., President. A. W. TUCKER, Vice-President. M. A. MULLEN, Secretary, Treasurer and Space Buyer. F. C. HENDERSCHOTT, Space Buyer.

The above agency gives careful and profitable service to all accounts but is particularly successful in handling technical, school and resort business. Its list of ten includes New York Edison Co., United Electric Light & Power Co. and Yonkers Electric Light & Power Co.

**TUTHILL ADVERTISING AGENCY** Established 1904  
1133 Broadway, New York City.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

L. W. C. TUTHILL, President and Space Buyer. Formerly advertising manager, Lord & Burnham Co. Experienced in selling and merchandising. W. J. NEAL, Vice-President. G. E. WILLIAMS, Secretary. R. I. COLEY, Treasurer and Space Buyer. R. K. JONES, Research Director and Space Buyer. A. R. HOPPER, Merchandising Director.

This is a capable agency serving general accounts and particularly adapted to give valuable service to those dealing with building materials. It has specialists in business paper and direct-mail advertising. Of its fifteen clients, the three oldest are Lord & Burnham Co., Hitchings & Co. and Burnham Boiler Corp. The largest are Lord & Burnham Co., Burnham Boiler Corp. and Rome Brass Radiator Corp.

**TUTTLE BETTER ADVERTISING**

First National Bank Building, Durham, N. C.

Accounts include Chambers of Commerce of Burlington and New Bern, the Keeley Institute, and the Mebane Bedding Co.

**R. E. TWEED CO.**

Allman Building, Philadelphia, Pa.

Recognitions: APA; AHMP.

**TYLER KAY CO.**

775 Main Street, Buffalo, N. Y.

A personal service agency. Accounts include E. H. Ferree Co., Mary Lincoln Candies and Taber Pump Co.

**O. S. TYSON & CO., Inc.**

230 Park Avenue, New York, N. Y.

Recognitions: ABP; AHMP.

OSCAR S. TYSON, President. Broad experience in electrical design work, advertising and selling. At one time Eastern sales manager of *Electrical World*, working in conjunction with McGraw-Hill Electrical Group; later vice-president of Rickard & Co., Inc. L. W. SEELIGSBURG, Vice-President and Treasurer. Early experience covers engineering and machine production work. Has been associated successively with *Scientific American*, Hill Advertising Agency, McGraw Publishing Co. and McGraw-Hill Co. Operated an agency for industrial clients. W. L. TOWNE, Vice-President. Studied and taught engineering.

# J. WALTER THOMPSON COMPANY

Through five strategically located offices in the United States and twelve offices in other countries which cover Europe, North and South Africa and South America, we offer advertising agency service which has demonstrated its merit for many of the world's foremost advertisers, several of whom we have served for more than twenty years.

NEW YORK • Graybar Bldg. • 420 Lexington Ave.

CHICAGO . . . 410 North Michigan Avenue

BOSTON . . . . . 80 Boylston Street

CINCINNATI • Chamber of Commerce Building

SAN FRANCISCO . . . . . Russ Building

LONDON . . . . . Bush House, Aldwych, W. C. 2

PARIS . . . . . 12 Boulevard de la Madeleine

BERLIN . . . . . Unter Den Linden 39

MADRID . . . . . Pi Y Margall 9

COPENHAGEN . . . . . Axelborg (V)

STOCKHOLM . . . . . Kungsgatan 39 V

ANTWERP . . . . . 115, Avenue de France

ALEXANDRIA . . . . . 27, Rue Cherif Pacha

PORT ELIZABETH • So. Africa • Netherlands Bank Bldg.

BUENOS AIRES • Argentine • 50 Calle San Martin

SAO PAULO, Brazil . . . . . Praca Ramos Azevedo 16

WARSAW . . . . . Czackiego 17

TOTAL POPULATION SERVED BY THESE OFFICES IS 560,809,000



**O. S. TYSON & CO., Inc.—(Continued)**

Formerly advertising engineer of General Electric Co., handling, among others, such G. E. products as crane and hoist motors, electric locomotives, motor generator sets, marine generator sets, turbines, etc. Advertising manager and assistant sales manager of the Austin Co., Cleveland. At one time in charge of educational advertising for the General Electric Co. EARL K. STEVENS, Secretary. Banking experience. Formerly with copy and service department of McGraw-Hill Co. and Rickard & Co., working through this agency from research and statistical work to the position of assistant to vice-president.

This agency specializes in industrial, electrical and technical accounts. It serves approximately thirty-two, among which are Hanson-Van Winkle-Munning Co., Keuffel & Esser Co. and Lehigh Structural Steel Co.

**UNITED ADVERTISING AGENCY** Established 1923  
8 West 40th Street, New York, N. Y.

Branches: Kinney Building, Newark, N. J.; New Haven, Conn.; Paterson, N. J.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

LEONARD DREYFUSS, Chairman of Board, formerly sales manager of Charles E. Hires Co. BERTHOLD M. NUSSBAUM, President, formerly with *Colliers*. NAT C. WILDMAN, Vice-President, at one time of Wildman Advertising Agency. THEODORE T. FETTINGER, Treasurer, previously advertising manager of Hahne & Co. JOSEPH A. BURRELL, Secretary. HENRY E. ABT, Research Director. VINCENT V. VAN BEUREN, Merchandising Director. L. BERTRAM and C. HILSDORF, Space Buyers.

This agency has thirty accounts, the oldest and largest being: Interwoven Stocking Co., Bond Electric Corp., United Hotels Co. and Wheatsworth. It is especially fitted for handling general and mail-order accounts. Has specialists in radio, business paper, outdoor, direct-mail advertising and publicity news service.

**UNITED SERVICE ADVERTISING**

972 Broad Street, Newark, N. J.

Recognitions: APA; AHMP.

**UNITED STATES ADVG. CORP.** Established 1921

Home Bank Building, Toledo, Ohio

Branch: 250 West 57th Street, New York, N. Y.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

WARD M. CANADAY, President and Treasurer. GEO. W. RITTER, Vice-President and Secretary. S. R. SWISS, Vice-President. C. W. SANTEE, Executive in charge of Merchandising. W. H. LEININGER and F. L. McCABE, Account Executives. M. H. PIERCE, Space Buyer, Toledo office, and C. WOHLPART, Space Buyer, New York office. G. C. JEFFERSON, Production Manager. FRANK A. KAPP, Research Director.

An agency equipped with personnel capable of handling accounts in diversified fields. Has the following specialists: F. H. Canaday, Export. W. I. Irvine, Direct-Mail; J. C. Goldrick, Publicity; R. J. Faller, Outdoor, Moving Pictures. N. C. Beerend, Radio, Toledo Office. Dudley Siddall, Publicity, New York Office. The agency is especially fitted for general, financial and technical accounts. Of its thirty-two clients Willys-Overland Co., Tillotson Mfg. Co. and The Electric Auto-Lite Co. are the oldest, and Willys-Overland Co., Franklin Automobile Co. and The Fisk Tire Co., Inc., the largest.

**HARRY URDANG, ADVERTISING**

1133 Broadway, New York, N. Y.

Recognitions: APA; AHMP.

**LOUIS V. URMY**

41 Park Row, New York, N. Y.

Recognitions: ANPA; PPA; APA; AHMP.

**VAN ALLEN CO., Inc.**

307 No. Michigan Avenue, Chicago, Ill.

Recognitions: ANPA; PPA; APA.

**VAN AUKEN-RAGLAND, Inc.** Established 1920

Daily News Plaza, Chicago, Ill.

Recognitions: PPA; ABP; APA; AHMP.

KENNETH L. VAN AUKEN, editorial, sales and advertising experience. CHESTER A. RAGLAND, Sales Manager. Fifteen years' advertising experience. The principals of the agency are in charge of space buying.

This agency is especially fitted for general, technical, automotive, railroad, building accounts and employs specialists in business paper and direct-mail advertising.

**THE JOHN G. VAN HAAGEN ADVG. AGENCY**

Established 1894

601 North American Building, Broad and Sansom Streets, Philadelphia, Pa.

Recognitions: ANPA; ABP; APA; AHMP.

JOHN G. VAN HAAGEN, Space Buyer.

This agency handles ten accounts in general, school and resort fields. The three largest and oldest accounts are Fritz & La Rue, Inc., importers of oriental rugs; Wright, Tyndale & Van Roden, Inc., importers China and giftwares; and H. D. Dougherty & Co., manufacturers of Faultless Bedding.

**VANDERHOOF & CO.**

Established 1916

167 East Ontario Street, Chicago, Ill.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

H. D. SULZER, President. Has had extensive general newspaper experience and twenty years' practical agency experience. I. B. BOLLINGER. Experienced in financial and general advertising work. In agency field sixteen years. R. N. CUSHING, Space Buyer. Media specialist for twenty-two years. F. W. THURNAU. Thorough magazine experience. Connected with advertising agency work for twenty-five years. KARL HALE DIXON, Research Director. L. H. COPELAND, Merchandising Director.

This organization solicits and serves business of all classification but is especially successful in handling financial, mail-order, radio and furniture accounts. It employs specialists in radio and direct-mail advertising and publicity news service. At present it has about forty clients, of which the three oldest are Bunte Bros., Kewanee Private Utilities Co. and Canadian Pacific Railway. The largest are Bunte Bros., Gulbrandsen Pianos and Radios and Canadian Pacific Railway.

**ADDISON VARS Inc.**

Established 1922

Graybar Building, New York, N. Y.; 1280 Main Street, Buffalo, N. Y.

Recognitions: ANPA; PPA; ABP; APA; AHMP.

This agency was established in 1922 as Winsten & Sullivan, Inc., and incorporated in 1929 under the name of Addison Vars, Inc. ADDISON F. VARS, President, has been engaged in advertising agency work since the war. His business experience has been extended to service as a director of several large corporations. HARRY J. WINSTEN, Executive Vice-President. More than 25 years in sales and advertising work. Formerly with Lord & Thomas, Chicago, sales and advertising manager of Chicago-Kenosha Hosiery Co., Vanity Fair Silk Mills and the Woolltex Co. FREDERICK W. KENDALL, Jr., Vice-President. With this agency five years; formerly treasurer of Pierce-Arrow Finance Corp.; sales manager Wm. H. Walker & Co. and in the advertising department of Larkin Co., Inc. HAMILTON H. CHURCH, Secretary. More than twenty-five years in advertising agency work, specializing mainly in mail-order. FRANK J. HESS, Treasurer. Twelve years with the agency. WM. GALLOW, Space Buyer. M. F. HALL, Research Director.

This is a personal service type of agency, handling about 40 accounts, the three oldest being Crescent Tool Co., F. A. Andrea, Inc. and Stewart Motor Corp. The three largest accounts are F. A. D. Andrea, Inc. (Fada Radios), Milnesia Laboratories, Inc., (Milnesia Wafers) and Remington-Rand Business Service, Inc. They have specialists in radio, business paper, direct-mail advertising and are well equipped to handle general and technical accounts.

**VENABLE-BROWN CO.**

Established 1927

209-15 Second National Bank Building, Cincinnati, Ohio

Recognitions: ANPA; PPA; ABP; APA; AHMP.

BRYANT VENABLE. Formerly stockholder and director of The Proctor & Collier Co. for ten years. For the twelve years previous Mr. Venable was general superintendent for the Chas. W. Breneman Co., and for six years, secretary and assistant general manager of the Whitaker Paper Co., of which he was also a director. BRUCE W. BROWN. Large stockholder and for nineteen years director of The Proctor & Collier Co. of Cincinnati. As account executive with this agency he has handled a large number of representative and diversified accounts. BRYANT VENABLE and BRUCE BROWN, Space Buyers. An agency best fitted to handle general, school and resort advertising. Of its twenty-nine accounts, Edwards Mfg. Co., Haffner Brothers Co. and W. M. Ritter Lumber Co. are the oldest, and Biltmore Mfg. Co., Haffner Brothers Co. and Higgin Mfg. Co., the largest.

**VINCENT & VINCENT**

421 Artisans Building, Portland, Ore.

Recognitions: APA; AHMP.

THE SATURDAY EVENING POST

SERVE THE GROWING SOUTHWEST MARKET FROM DALLAS—THE CENTER\*

## The Southwest A 6 BILLION DOLLAR MARKET

Must be Served *from within* for Maximum Profits

**T**HE Southwest, made up of Texas, Oklahoma, Arkansas and Louisiana, is one of America's major marketing units—a territory with annual buying power of more than six billion dollars.

Six billion dollars! Two billion dollars more than the annual Federal Government budget! A billion dollars more than the total value of all United States exports in 1928! Approximately a billion dollars more than the value of the world production of wheat in 1928! Over three billion dollars more than the value of world cotton production last year!

A six billion dollar market is worth cultivating, isn't it? There must be a good volume of business here for you, if you go after it right. The way to get this business is to serve this rich territory *from within*. While exceeding any other United States marketing territory in area, the Southwest market is isolated by distance from most other marketing centers.

From Chicago, it is 1,049 miles to Dallas, the center of the Southwest market; from New York it is 1,713 miles to the center; from San Francisco it is 1,945 miles to the center; from Atlanta it is 892 miles.

The size of the Southwest market from a standpoint of buying power—and the size and location of the market from a geographical standpoint—indicate very clearly that this great market should be served from within. More and more companies each year

**\* GEOGRAPHICAL CENTER  
TRANSPORTATION CENTER  
DISTRIBUTION CENTER  
RAW MATERIAL CENTER  
POPULATION (LARGE) CENTER  
FUEL AND POWER CENTER  
INDUSTRIAL CENTER  
FINANCIAL CENTER**

**Dallas**  
Southwestern Headquarters in American Business—1,892 national and sectional concerns maintain branches in Dallas.

**Industrial Dallas, Inc.**  
1492 Chamber of Commerce Bldg.  
DALLAS

**free  
TO  
EXECUTIVES**

Any or all of these seven reports:  
No. 1—MARKET MAP OF THE SOUTHWEST  
No. 2—THE SOUTHWEST—A SIX BILLION DOLLAR MARKET  
No. 3—DALLAS—DISTRIBUTION CENTER  
No. 4—INDUSTRIAL SCENE OF DALLAS  
No. 5—DALLAS AS A CITY IN WHICH TO LIVE  
No. 6—THE GROWTH OF DALLAS  
No. 7—TEXAS CORPORATION LAWS

# ADVERTISING IN THE SOUTHWEST

Besides Industrial Dallas, Inc., This Agency Serves These Important Advertisers

Conoco Oils and Gasoline [Products of merged Marland and Continental Companies] . . . Dr. Pepper [5c Soft Drink] . . . Gebhardt's Chili Powder and Chili Products . . . Stearman Aircraft . . . Lone Star Natural Gas . . . Cotton Seed Products [Association] . . . Southern Rice [Association] . . . Texas Citrus Fruits [Association] . . . Mistletoe and Morning Glory Butter . . . Katy-Frisco Passenger Service . . . Holland's Magazine . . . Texas Life Insurance Companies [Associated] . . . Kellogg Corn Flakes [Southwest] . . . Imperial Sugar . . . City of Galveston . . . Numismatic Bank . . . Numetal Weather Strip . . . Weldon, Williams & Lick [numbered tickets] and many other accounts of a sectional nature.



## TRACY-LOCKE-DAWSON, INC.

*Advertising*

AN ORGANIZATION OF 30 PEOPLE • OCCUPYING 5th AND 6th FLOORS MAJESTIC THEATRE BUILDING  
DALLAS, TEXAS

Members of: American Ass'n Advertising Agencies . . . Audit Bureau Circulations . . . National Outdoor Adv. Bureau . . . Recognized by: American Newspaper Pub. Ass'n . . . Periodical Publishers Ass'n . . . Agricultural Pub. Ass'n . . . Associated Business Papers, Inc. . . . Curtis Pub. Co. . . . Southern Newspaper Pub. Ass'n . . . and all classes of Media.



**VINCENT & VINCENT—(Continued)**

FRED W. VINCENT, President. Over twenty years' experience as newspaper man, magazine writer and advertising director. ZOLA G. VINCENT, Secretary and Treasurer. For fifteen years mostly in department store advertising, Los Angeles and Portland. PETER TWIST, Space Buyer.

This agency is especially qualified to serve financial, school and industrial accounts. Of the twenty-seven now served, the three oldest are Behnke-Walker Business College, Order of United Artisans and Vaughn Motor Works. Its three largest clients are First National Bank, Western Savings & Loan Association and Behnke-Walker Business College.

**VOLKMAN ADVERTISING AGENCY**

225 West 34th Street, New York, N. Y.

Recognitions: ANPA; APA; AHMP.

**VREDENBURGH-KENNEDY CO., Inc.**

171 Madison Avenue, New York, N. Y.

Recognitions: APA; AHMP.

**WADE ADVERTISING AGENCY** Established 1909

208 West Washington Street, Chicago, Ill.

Recognitions: ANPA; PPA; APA; AHMP.

ALBERT G. WADE, W. A. WADE, G. A. WARNE, Research and Merchandising Director. E. N. NELSON, Space Buyer.

For twenty years this agency has specialized in agricultural, mail-order and newspaper advertising. Among the twenty clients now served the three oldest are Brown Fence & Wire Co., James Manufacturing Co. and Dr. Miles Medical Co.

**L. H. WALDRON ADVERTISING AGENCY**

19 West 44th Street, New York, N. Y.

Recognitions: ANPA; PPA; APA; AHMP.

**WALES ADVG. COMPANY, Inc.** Est. 1912

New York Central Building, Park Avenue, at 46th Street, New York, N. Y.

Member: AAAA; NOAB.

Recognitions: ANPA; PPA; APA; AHMP.

JAMES ALBERT WALES, President. Twenty-seven years in the agency business as owner and principal executive. DON M. PARKER, Vice-President. Formerly advertising manager and secretary of The Century Co. for ten years, in charge of Century, St. Nicholas and The American Golfer. H. M. KIESEWETTER, Secretary and Treasurer. Former experience with Michelin Tire Co., Houk Mfg. Co. and M. P. Gould Co., then with Wales Advertising Agency for eleven years. K. C. MORAN, Space Buyer.

Thirty-three clients in diversified lines of business. Specializes in travel, resort, automotive, tobacco, grocery and drug accounts. Employs specialists in publicity news service, radio and outdoor advertising. The three oldest accounts are Michelin Tire Co., Crown Corset Co. and The Bermuda Trade Development Board. The largest are United Cigar Stores, Michelin Tire Co. and Union Tobacco Co.

**WALKER & DOWNING** Established 1914

227-228 Oliver Building, Pittsburgh, Pa.

Recognitions: ANPA; ABP.

WILLIAM S. WALKER and HAROLD S. DOWNING. Engineering graduates.

This agency concentrates on industrial, technical and engineering advertising. Handles accounts such as coal, iron, pipe, steel, locomotives, tracks, cars, etc. Some of its clients are Graham Bolt & Nut Co., H. K. Porter Co. and T. B. Wood's Sons Co.

**ALFRED WALLERSTEIN, Inc.** Established 1922

420 Madison Avenue, New York, N. Y.

Member: NOAB.

Recognitions: ANPA; PPA; AHMP.

DAVE E. BLOCH, President. LESTER L. LEVERICH, Secretary. A. J. O'FLAHERTY, Space Buyer and Research Director. STANLEY H. CHAMBERS, Merchandising Director.

An agency concentrating on about ten general accounts, the three oldest and largest being Phillips-Jones Corp., Bourjois, Inc. and Horace Liveright, Inc. Has specialists in radio and outdoor advertising.

**ROLAND C. WALLOVER**

Mechanics Trust Building, Harrisburgh, Pa.

Recognitions: APA; AHMP.

**WANK & WANK**

580 Market Street, San Francisco, Calif.

Recognitions: APA; AHMP.

**MASON WARNER COMPANY, Inc.** Established 1903

360 No. Michigan Ave., Chicago, Ill.

Member: AAAA; NOAB; ABC.

Recognitions: ANPA; PPA; APA; AHMP.

MASON WARNER, President and Merchandising Director. Associated with Theodore F. MacManus, Toledo, for four years; advertising manager of Reid, Murdoch & Co. for three years; also with Snitzler Advertising Co. H. JENKINS, Vice-President. D. D. WARNER, Treasurer and Space Buyer. M. M. WARNER, Secretary. WM. KUNZ, Research Director. H. M. PURTELL, Space Buyer.

An old Chicago agency handling twenty-nine accounts along general, technical and mail-order lines. Also handles food products and toilet requisites. Specializes in radio, business paper, outdoor and moving picture advertising. Its oldest accounts are Reid, Murdoch & Co., Olson Rug Co. and Mother's Remedies Co.

**I. B. WASSON ADVERTISING CO.**

American Bank Building, Kansas City, Mo.

Recognitions: ANPA; APA; AHMP.

**WATER & McLEOD** Established 1922

412 West Sixth Street, Los Angeles, Cal.

Member: NOAB.

Recognitions: APA; AHMP.

J. C. WATERS, Space Buyer. LE ROY McLEOD, Production Manager.

This agency has specialists in publicity news service, direct-mail and radio advertising. Its accounts are along general, financial and technical lines.

**FRANK D. WEBB ADVERTISING CO.**

4 No. Howard Street, Baltimore, Md.

Recognitions: ANPA; AHMP.

**CHARLES A. WEEKS & CO., Inc.** Established 1926

274 Madison Ave., New York, N. Y.

Recognitions: ANPA; AHMP.

CHARLES A. WEEKS, President. Twenty-five years' experience. CONRAD CAMPBELL, Vice-President and Research Director. Fifteen years' experience. M. BLUMENSTIEL, Art Director; ten years' experience. HERBERT PAYNE, Treasurer. M. N. FERGUSON, Secretary. M. J. WHITE, Space Buyer. C. L. BIXBEY, Merchandising Director.

An agency handling fifty accounts: general, school, resort, mail-order, toilet goods, drug sundries and proprietaries. Has specialists in radio, moving picture and direct-mail advertising. The three oldest accounts are Henry Tetlow Co., Strong Cobb & Co., Inc. and Sulpho-Naphthol Co. The largest are Schering & Glatz, Inc., Henry Tetlow Co. and Eastman School of Business.

**ARMAND S. WEILL CO. Inc.**

564 Ellicott Square, Buffalo, N. Y.

Recognitions: ANPA; APA; AHMP.

**M. WEINGARTEN ADVERTISING AGENCY**

286 Fifth Avenue, New York, N. Y.

Recognitions: ABP; APA; AHMP.

**EDWARD H. WEISS CO., Inc.**

307 No. Michigan Avenue, Chicago, Ill.

Recognitions: ANPA; PPA; ABP; APA.

**WELLS ADVERTISING AGENCY, Inc.** Est. 1923

216 Tremont Street, Boston, Mass.

Member: AAAA.

Recognitions: PPA; ABP; APA; AHMP.

WILFRED B. WELLS, President. For fifteen years in general advertising work. F. ALLEN BURT, Vice-President, Research and Merchandising Director. Marketing and research specialist for twenty years. L. J. WELLS, Treasurer. Administrative work for fifteen years. H. M. JEPSON, Clerk. In administrative work for ten years. W. B. WELLS, Space Buyer.

This agency has twelve accounts along general lines. Has specialists in business paper and direct-mail advertising and publicity news service. Warren Telechron Co., Carbone, Inc. and Cohen-Fein Co. are the three largest and oldest accounts.

**J. L. WERTHEIM**

56 First Street, New York, N. Y.

Recognitions: ANPA; AHMP.



**WESTON-BARNETT, Inc.** Established 1920  
Arts & Crafts Building, Waterloo, Iowa  
Branches: 534 Wrigley Building, Chicago, Ill., 305 S. Seventh Street, Minneapolis, Minn.

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

WELLS H. BARNETT, President, Merchandising Director and Space Buyer. GWYNNE WESTON, Secretary and Treasurer and Space Buyer. H. E. KESTER, Vice-President and Space Buyer. A. C. BARNETT, Vice-President, Chicago. PHILLIPS TAYLOR, Space Buyer.

This agency specializes in general and technical accounts. Men in charge are well qualified to handle radio, business paper and direct-mail advertising. About thirty accounts, the oldest of which are One Minute Mfg. Co., Clay Equipment Corp. and Construction Machinery Corp.

**THE WESLEY ASSOCIATES** Established 1927  
225 West 34th Street, New York, N. Y.

*Recognitions: ANPA; ABP.*

HAROLD G. WESLEY. Twenty years' experience. LELAND G. WESLEY. Eighteen years' general experience. LINDSAY FAIRWEATHER, Space Buyer. Twenty years' experience. G. FOSTER BUCKMAN, Art Director and Production Manager.

This agency is especially fitted for general and mail-order accounts, particularly accounts dealing with textiles, ready-to-wear, home furnishings and toilet goods. Employs specialists in business paper and direct-mail advertising. Handles thirty-five accounts of which Hyman & Oppenheim, Leo M. Cooper Co. and Deltex Rug Co. are the oldest; and Vanity Fair Silk Mills, Gibson Corp. and Ar Winarick the largest.

**WESTERN ADVERTISING AGENCY** Est. 1916  
214 Fifth Street, Racine, Wis.

*Members: AAAA; ABC.*

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

SARAH JELLIFFE HOSSACK, President. FRANZ C. JORDAN, Vice-President. TAYLOR J. BROKAW, Secretary and Treasurer. An agency of the personal service type, handling about fifteen accounts, general, technical and mail-order, among which are Gold Medal Folding Furniture Co., Western Coil & Electric Co. and Hanson Clock Co.

**JAS. T. WETHERALD ADVERTISING AGENCY, Inc.**  
80 Federal Street, Boston, Mass.

*Recognitions: ANPA; APA; AHMP.*

**GUY C. WHIDDEN ADVERTISING AGENCY**  
1321 Arch Street, Philadelphia, Pa.

*Recognitions: APA; AHMP.*

**WHIPPLE & BLACK, Inc.**  
Fox Theatre Building, Detroit, Mich.

*Recognitions: PPA; APA; AHMP.*

**FRANK B. WHITE CO.**  
33 S. Clark Street, Chicago, Ill.

*Recognitions: APA; AHMP.*

**THE HARM WHITE COMPANY** Established 1923  
Keith Building, Cleveland, Ohio

*Recognitions: APA; AHMP.*

HARM WHITE, President. E. H. BRYANT, Vice-President. Formerly president of the Bryant Automobile Co. R. C. TETER, Space Buyer.

An agency specializing in general, technical, mail-order and aviation advertising. The oldest accounts are Liberty Gauge & Instrument Co., Health Appliance Co. and Edam Manufacturing Co. The largest accounts are Liberty Gauge & Instrument Co., Ohio Varnish Co., Dock and Terminal Co. and Apollo Mfg. Co.

**WHITE & PARTON, Inc.** Established 1928  
25 W. 45th Street, New York, N. Y.

*Recognitions: ANPA; PPA; APA.*

HUGO PARTON, President. PERCIVAL WHITE, Treasurer and Research Director. FRANCIS DEWITT, Vice-President and Director. L. EDWARD SCRIVEN, Merchandising Director. HAROLD R. TITMAN, Space Buyer.

An agency fitted to handle general, financial, technical and mail-order accounts. It employs specialists in radio, business paper, moving picture and direct-mail advertising and publicity news service. Florence Stove Co. is the oldest and largest of four accounts.

**EDMUND S. WHITTEN, Inc.**  
30 Newbury Street, Boston, Mass.

*Recognition: ABP.*

EDMUND S. WHITTEN, Vice-President and Treasurer. ROLAND R. DARLING, Vice-President and Research Director. CHENEY L. HATCH, Assistant Treasurer. WINTHROP S. CLAPP, Secretary and Production Manager. H. F. KING, Manager Industrial Advertising and Merchandising Director.

An agency handling about thirty-five accounts, among which are Cambridge Conservatory of Music, Emerson Apparatus Co., Hotel Sheraton, Boston; New England National Creamery Products Co., Tenney Coal Co.

**JOHN L. WIERENGO & STAFF, Inc.** Established 1918  
610 Building & Loan Building, Grand Rapids, Mich.

*Recognitions: ABP; APA.*

JOHN L. WIERENGO, President, Treasurer, Merchandising and Space Buyer. Sales manager with the Continental Motors, 1912-13; publisher's representative, 1913-14; general manager of a truck company, 1915-16. G. H. ENGLAND, Secretary and Research Director.

This agency specializes in general and technical advertising and handles sixteen accounts. The Piston Ring Co., Reynolds Asphalt Shingles and Browne-Morse Co. are the oldest clients and have been with the agency over eleven years. The Piston Ring Co., Marvel Carburetor (Div. of Berg-Warner Corp.) and Challenge Refrigerator Co. are the three largest accounts.

**WIGHTMAN-HICKS, Inc.**  
21 East 40th Street, New York, N. Y.

*Recognitions: ABP; APA; AHMP.*

**WILLIAMS & CUNNINGHAM, Inc.** Est. 1902  
6 No. Michigan Avenue, Chicago, Ill.  
Branches: 2008 Franklin Trust Building, Philadelphia; 704 Rockford National Bank Bldg., Rockford, Ill.; Williams & Cunningham, Ltd., Metropolitan Building, Toronto, Canada.

*Member: NOAB; ABC.*

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

LOYD MAXWELL, President and General Manager. GUY C. PIERCE, Vice-President. CLAIR B. ENGSTROM, Vice-President. J. V. GILMOUR, Secretary. LEWIS M. WILLIAMS, Treasurer. BRADLEY P. WILLIAMS, Research Director. B. F. ABELING, Space Buyer.

As an old-established agency, Williams & Cunningham Co. points to the fact that many of its leading accounts have been with the agency for periods varying from ten to twenty-seven years. The agency has specialists in radio, business paper, outdoor, moving picture and direct-mail advertising and publicity news service. It specializes in general accounts, clients embracing almost every phase of service, industry and business. The three oldest clients are Cudahy Packing Co., Hart, Schaffner & Marx and Western Clock Co. The largest are Cudahy Packing Co., Western Clock Co. and Chicago, Milwaukee, St. Paul & Pacific Railroad.

For further information, see page 219.

**WILLIAMS & SAYLOR, Inc.** Established 1921  
385 Madison Avenue, New York, N. Y.

*Member: NOAB.*

*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

R. W. WILLIAMS, President and Merchandising Director. W. T. POLLOCK, Vice-President. W. F. ADAMS, Secretary and Research Director. K. MACINTYRE, Treasurer and Space Buyer.

This agency serves about seventeen accounts along general and technical lines. Bigelow-Hartford Carpet Co., Jersey Silk Mills and Bliss-Fabian & Co., Inc. are the oldest. Specialists are in charge of radio, business paper, direct-mail advertising and publicity news service.

**EDWIN BIRD WILSON, Inc.**  
9 Hanover Street, New York, N. Y.

*Recognitions: ANPA; PPA; APA; AHMP.*

**P. P. WILLIS, Inc.** Established 1926  
507 Produce Exchange Building, Toledo, Ohio

*Recognitions: ANPA; PPA; APA; AHMP.*

P. P. WILLIS, President. BENJAMIN T. BATSCHE, Vice-President. C. M. WERNING, Secretary and Treasurer. J. A. MANN,

**P. P. WILLIS, Inc.—(Continued)**

Director. E. M. BURKE, Director.

An agency serving a small list of prominent accounts, among which are Auburn Automobile Co., Dueber-Hampden Watch Co. and Warner-Patterson Co.

**WILSON & BRISTOL, Inc.** Established 1926  
285 Madison Avenue, New York, N. Y.*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

ARTHUR W. WILSON, President, Treasurer and Merchandising Director. Five years' advertising agency experience in New York. ERNEST M. BRISTOL, Vice-President, Secretary and Merchandising Director. S. EDGAR COLE, Vice-President. Formerly branch manager of Johns-Manville and representative for various industrial and class publications.

An agency member of the Lynn Ellis Group of advertising agencies, handling about twenty accounts, the oldest of which are Ransome Concrete Machinery Co., Chipman Chemical Engineering Co., Inc. and Raymond Concrete Pile Co. The accounts handled are along general, financial and technical lines.

**WIMBERLY-HUBBARD AGENCY, Inc.** Est. 1922  
207 Capps Building, Fort Worth, Texas*Recognitions: ANPA; APA.*

J. H. WIMBERLY, President and Space Buyer. Eighteen years' advertising experience. A. E. HUBBARD, Vice-President and Secretary. Twenty years' advertising experience. F. W. WIMBERLY, Treasurer (not active). M. E. SHIPPEE, Research Director.

This agency has about twenty-six accounts of which Texas &amp; Pacific Railway, Simon Hubig Co. and West Texas Utilities are the oldest and Texas &amp; Pacific Railway, Simon Hubig Co. and Denver Railroad are the largest. Specializes in general, school, resort, mail-order, public utilities and railroad accounts.

**C. C. WINNINGHAM, Inc.** Established 1919  
General Motors Building, Detroit, Mich.*Member: NOAB; ABC.**Recognitions: ANPA; PPA; ABP; APA; AHMP.*

C. C. WINNINGHAM, President. SIDNEY WILLIS, Vice-President. WALTER BOYNTON, Vice-President. J. L. S. SCRYMGEOUR, Vice-President. MISS BLANCHE HANNA, Secretary. FRED BARRETT, Research Director and Space Buyer. LYNDON O. BROWN, Merchandising Director. O. E. LUSK, Space Buyer.

This agency handles general, financial, technical, automotive and radio accounts, and specializes in radio, business paper, direct-mail and outdoor advertising and publicity news service. Eight accounts, the oldest and largest of which are Hudson Motor Car; Essex Motors and Gemmer Mfg. Co.

**N. A. WINTER ADVERTISING AGENCY**  
1201 Register and Tribune Building, Des Moines, Iowa  
*Recognitions: APA; AHMP.***WOLCOTT & HOLCOMB, Inc.** Established 1926  
Chamber of Commerce Building, Boston, Mass.*Recognitions: ANPA; PPA; ABP; AHMP.*

ROGER WOLCOTT, President. CHARLES A. HOLCOMB, Vice-President. HARRY HARDING, JR., Production Manager and Art Director.

A personal service type of agency handling a few national accounts, including Waltham Watch Co., Savogran Co., Fiske &amp; Co., Inc. Handles radio, business paper direct mail and outdoor advertising and publicity news service. Majority of accounts are along general and technical lines. Member of the Lynn Ellis Group.

**THE MERRELL A. WOOD CO.**  
Union Building, Youngstown, Ohio*Recognitions: ABP; APA; AHMP.***WOOD, PUTNAM & WOOD CO.** Established 1904  
178 Tremont Street, Boston, Mass.*Recognitions: ANPA; PPA; ABP; APA; AHMP.*

ALLEN H. WOOD, President and Treasurer. ALLEN H. WOOD,

JR., first Vice-President. R. EARL DUDLEY, second Vice-President. DAVID BESSE, Space Buyer. Merchandising handled by a committee of five, consisting of A. H. WOOD, SR., A. H. WOOD, JR., R. E. DUDLEY, Production Manager, RICHARD NORTHROP, Account Executive, and CHARLES OLSON, Copy Chief.

This agency has about sixty accounts. The three oldest and largest are Moxie Co., Houghton, Mifflin Co., and American Woolen Co. This agency does a good deal of business paper advertising and publicity news service.

**CLOYD F. WOOLLEY, Inc.** Established 1924  
306 Steel Building, Denver, Colo.*Recognitions: APA; AHMP.*

CLOYD F. WOOLLEY, President. Twelve years' advertising experience. G. E. BROYLES, Vice-President. Three years with this company. M. L. MULLIGAN, Secretary-Treasurer and Space Buyer. Five years secretary of Hower Advertising Agency and five years secretary-treasurer with this company.

This agency has about 18 active accounts, general and mail-order. It services twenty-seven accounts. Specialists are in charge of business paper and direct-mail advertising. Gates Rubber Co., Tilden Health School Assn. and McMurtry Mfg. Co. have been with this company for many years. Gates Rubber Co., McMurtry Mfg. Co. and Catherine McCune are the largest accounts.

**WORLD WIDE ADVG. CORP.** Established 1919  
11 West 42nd Street, New York, N. Y.

Branch: L. C. Smith Building, Seattle, Wash., 120 South La Salle, Street, Chicago, Ill.

*Recognitions: ANPA; PPA; APA; AHMP.*EMIL M. SCHOLZ, President and Merchandising Director. Twenty-five years' newspaper experience. Formerly publisher of the *New York Evening Post*, then successively general manager of the *Pittsburgh Post and Sun*, the *Philadelphia Press*, *Chicago Daily News*, *Chicago Record* and *Chicago Evening Post*. Nine years' advertising experience. W. G. FALLON, Vice-President. Ten years in the agency business, member of the firm of Sherris, Fallon & Eggersman; at one time salesman with American La France Fire Engine Co.; five years in the woolen business. MISS KATHARINE GANNON, Secretary. JOHN SULLIVAN, Treasurer. ELLIS J. FINCH, Research Director and Space Buyer.

An agency equipped to handle accounts in varied fields. Has specialists in business paper and direct mail advertising and publicity news service. Yellow Taxi Corp., General Motors Truck Co. and Ohmer Fare Register Co. have been with this agency for many years. Federal Water Service Corp., Parmelee Transportation Co. and Long Beach on Ocean, Inc. are the largest of seventy-five accounts.

**WORTMAN, BROWN & CO., Inc.** Established 1921  
Mayro Building, Utica, N. Y.; 307 Catharine Street, Syracuse, N. Y.*Recognitions: ANPA; APA; AHMP.*ELBERT B. M. WORTMAN, President and Space Buyer. Five years' advertising manager of Yawman & Erbe Mfg. Co. C. ELBERT B. M. WORTMAN, President and Space Buyer. Formerly copy-writer, plan and contact man for the Erickson Co., H. E. Lesan Advertising Agency and Charles W. Hoyt, Inc. Five years' advertising manager of Yawman & Erbe Mfg. Co.; for eight years in business for himself. C. W. SEELEY, three years with Patterson-Andress Agency, five years with H. H. Franklin Co., and three years with American Piano Co., C. M. PALISTED. At one time editor-in-chief of *Penn. Punch Bowl*; three years' magazine and agency art work and four years with Wortman, Brown & Co. E. J. FARLEY and VERNON KUNKLE, Space Buyers.

This agency has specialists in radio, business paper and direct-mail advertising and publicity news service. Handles about fourteen accounts calling for unusual copy and art ideas. Produced Faraday Cigar Campaign which won first place in contest run by National Ad-News. The oldest accounts are Martin Cantine Co., Will &amp; Baumer Candle Co. and Heatilator Co., and the largest are Martin Cantine Co., International Heater Co. and Augusta Knitting Corp.

**R. D. WYLY, Inc.**  
Washington, D. C.*Recognitions: PPA; APA; AHMP.*



# We serve these

## DISTINGUISHED CLIENTS

F. AHLGREN'S TEKNISKA FÄBRIK, Sweden—*"Lakerol" Pastilles*  
 ALL-AMERICAN MOHAWK CORPORATION, Chicago—*Radio Receiving Sets*  
 AMERICAN FACE BRICK ASSOCIATION, Chicago—*Face Brick*  
 ARCADE MANUFACTURING COMPANY, Freeport, Ill.—*Toys*  
 ASSOCIATED CURLED HAIR INDUSTRIES—*Curled Hair*  
 BENDIX AVIATION CORPORATION, Chicago—*Brakes, Starter Drives, Automotive Equipment*  
 GEORGE B. CARPENTER & COMPANY, Chicago—*Marine Supplies*  
 CARTER CARBURETOR CORPORATION, St. Louis, Mo.—*Carburetors*  
 CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RAILROAD, Chicago—*Railroad*  
 COLLEGE INN FOOD PRODUCTS COMPANY, Chicago—*Food Products*  
 THE COLLIS COMPANY, Clinton, Iowa—*Tray Racks*  
 COLLIS PRODUCTS COMPANY, Clinton, Iowa—*Poultry Foods*  
 COSMOPOLITAN TOURS COMPANY, Chicago—*Travel*  
 THE CUDAHY PACKING COMPANY, Chicago—*"Old Dutch Cleanser"*  
 DITTO, INC., Chicago—*Duplicating Machines and Supplies*  
 FANNY FARMER CANDY SHOPS, INC., Rochester, N. Y.—*Chain Candy Stores*  
 GENERAL REFRIGERATION COMPANY, Beloit, Wis.—*Commercial Iceless Refrigeration*  
 HART SCHAFFNER & MARX, Chicago—*Clothing*  
 HOUDAILLE-HERSHEY CORPORATION, Chicago—*Shock Absorbers, Bumpers, Locks, etc.*  
 HUMP HAIR PIN MANUFACTURING COMPANY, Chicago—*Hair Pins*  
 THE KIP CORPORATION, Los Angeles, Calif.—*Pharmaceutical Products*  
 KROHN DIFFERENTIAL CORPORATION, Chicago—*Automotive Differentials*  
 LEE TIRE & RUBBER COMPANY, Conshohocken, Pa.—*Tires*  
 MASONITE CORPORATION, Chicago—*Masonite Lumber and Prestwood*  
 McDOUGALL COMPANY, Frankfort, Indiana—*Kitchen Cabinets*  
 PURITY OATS COMPANY, Keokuk, Iowa—*Cereals*  
 RICHARDS-WILCOX MFG. COMPANY, Aurora, Ill.—*Door Hangers and Heavy Hardware*  
 ROCKFORD MITTEN & HOSIERY COMPANY, Rockford, Ill.—*Hosiery*  
 SECOND, LAURA, CANDY SHOPS, LIMITED, Toronto, Canada—*Chain Candy Stores*  
 SCHOOL OF DOMESTIC ARTS & SCIENCE, Chicago—*Home Management Courses*  
 THE SENG COMPANY, Chicago—*Furniture Hardware*  
 SHEETS-ROCKFORD SILVER COMPANY, Rockford, Ill.—*Silverware*  
 R. H. SHUMWAY COMPANY, Rockford, Ill.—*Seeds and Bulbs*  
 SHAFFER OIL AND REFINING COMPANY, Chicago—*Deep Rock Petroleum Products*  
 SUNDSTRAND ENGINEERING COMPANY, Rockford, Ill.—*Oil Burners*  
 SUN OIL COMPANY, Philadelphia, Pa.—*"Sunoco" Motor Oil and Greases*  
 THE TIMKEN-DETROIT AXLE COMPANY, Detroit, Mich.—*Axles*  
 THE TRIPLEX WASHING MACHINE CORP., Chicago—*Washing Machines*  
 TRUSTEES SYSTEM SERVICE, Chicago—*Financial*  
 WALGREEN COMPANY, Chicago—*Drug Stores*  
 J. D. WALLACE & COMPANY, Chicago—*Machinery*  
 WALTON SCHOOL OF COMMERCE, Chicago—*Correspondence School Accountancy*  
 WESTERN CLOCK COMPANY, La Salle, Ill.—*"Westclox"*  
 ZOURI DRAWN METALS COMPANY, Chicago Heights, Ill.—*Store Front Construction*



# Williams & Cunnyngham

*Whose business is the study and  
execution of good advertising*

6 North Michigan Avenue, Chicago

Philadelphia

Toronto

Rockford



## GUIDE TO COUNSELLORS, DIRECT-MAIL SPECIALISTS, SALES ENGINEERS and RESEARCH ORGANIZATIONS

### Publicity Counsel and Service

The individuals and organizations listed below act as confidential advisers to companies and associations and interpret

their problems and "talking points" to the public through various media.

#### EDWARD L. BERNAYS

9 E. 46th St., New York, N. Y.

#### FREDERICK HOLMAN HARVEY

International Magazine Building, New York, N. Y.

#### IVY LEE & ASSOCIATES

15 Broad St., New York, N. Y.

#### PENDLETON DUDLEY

280 Broadway, New York, N. Y.

#### RIIS AND BONNER

270 Madison Ave., New York, N. Y.

#### THOMAS R. SHIPP, INC.

Abbee Building, Washington, D. C.

### Sales Counsellors, Engineers and Research Organizations

#### ADVERTISING PRODUCERS-ASSOCIATED

332 South La Salle Street, Chicago, Ill.

Was originally organized in 1923 to conduct an industrial advertising agency exclusively. From that point it has gradually branched out in the size and number of its industrial accounts and into the general advertising field.

#### BARRINGTON ASSOCIATES, Inc.

One Park Avenue, New York, N. Y.

R. H. DICK, President. F. B. CUTTER, Vice-President. G. R. HAWES, Secretary and Treasurer. Sales analysts, sales consultants and sales research specialists. Have served clients representing widely diversified and numerous types of business, including many nationally known concerns. Possess a competent staff combining wide sales and general management experience.

#### BIGELOW, KENT, WILLARD & CO.

Park Square Building, Boston, Mass.

CARLE M. BIGELOW, President; C. E. KNOEPEL, Director; LINCOLN LOTHROP, Secretary. This internationally known firm of consulting engineers and accountants has a well-manned and experienced division which concentrates on sales and merchandising problems. Their list of clients includes more than a score of large companies in diverse lines of business.

#### EDWIN G. BOOZ SURVEYS

14 East Jackson Blvd., Chicago, Ill.

EDWIN G. BOOZ, Director; SAMUEL P. NEWTON, Assistant Director; THOS. A. HARWOOD, Assistant Director. Fifteen years of research work, making business surveys. Some of their clients are: United States Gypsum Co., Chicago Daily

News, Harris Trust & Savings Bank, Goodyear Tire & Rubber Co., First National Bank of Chicago, Union Trust Co., Henry C. Lytton & Sons.

#### CROSSLEY, Inc.

25 West Forty-third Street, New York, N. Y.

ARCH CROSSLEY, President. Specializes in survey and research work for manufacturers and publishers.

#### THE R. O. EASTMAN CO.

113 West Forty-second Street, New York, N. Y.

An organization devoted to the development of effective selling plans and methods based on competent study of the business and its markets.

#### ERNST & ERNST

80 Maiden Lane, New York, N. Y.

Certified public accountants with branches in many cities who assist sales organizations in sales forecasting, accounting, budgets and other forms of fact-finding.

#### FREELAND & WARREN

Boston, Mass.

#### WALTER MANN

420 Lexington Avenue, New York, N. Y.

Mr. Mann gained experience as a salesman and in publishing, agency and association work before setting up his own research organization.

#### A. C. NIELSEN CO.

4450 Ravenswood Avenue, Chicago, Ill.

This company specializes in investigating the manufacturer's product in actual use, getting unbiased written opinions from the users of the product.

BIGELOW,  
KENT,  
WILLARD  
& CO., Inc.

*Consulting Engineers  
and  
Merchandising  
Counselors*

PARK SQUARE BUILDING  
BOSTON, MASSACHUSETTS



Each year we hold a two-day Merchandising Conference in Boston, with sales executives of many of the leading concerns of the country. We have available for loan to interested sales executives Proceedings of the last two conferences held in August, 1928, and May, 1929.

We are glad to arrange consultation without obligation, covering any or all phases of merchandising and selling, upon request.

# BARRINGTON ASSOCIATES

INCORPORATED

An organization devoted  
exclusively to sales work  
professionally done



ONE PARK AVENUE

NEW YORK

---

*Can you use*

**\$100,000**

*to*

**\$500,000**

**additional capital  
in your business?**

***Established 18 Years***

My name is doubtless known to you. I have spent 18 years to the science of selling by mail and number many of the best known concerns in the country among my clients.

### **A New Idea**

Lately I have been asked to place my talents at the disposal of a few firms who wish to raise more capital through the sale of their securities *entirely by mail and at less than usual banking rates.*

### **Worth Investigating**

The plan I have developed is sound, clean and effective. If you need upwards to \$500,000 new capital and can appropriate a reasonable sum for a test mail order campaign, I shall be glad to furnish details. My compensation is based on the results I obtain . . . the better the results the higher my commissions.

**Edward H. Schulze**

*A National Reputation  
For Successful Accomplishment*

**285 Madison Ave.      New York**

### **Sales Counsellors, Etc. (Continued)**

**WALTER K. PORZER ASSOCIATES, Inc.**  
114 East 32nd Street, New York City

WALTER K. PORZER, President and Treasurer. WALTER H. H. STEVENS, Vice-President. BERNARD ABRAMSON, Secretary. This organization has for eight years been rendering a service in Market Survey and Analysis, Business Research, Sales Analysis, Marketing Plan and Direction. Its work has covered general merchandise, technical products and functional services.

**MARQUIS REGAN, Inc.**  
270 Madison Avenue, New York, N. Y.

MARQUIS REGAN, President and Treasurer. H. T. MCGILL and H. W. ADKINS, Vice-Presidents. REX REGAN, Secretary. A group of men having wide marketing experience. The company not merely uses its experience and judgment in counsel work for various leading manufacturers in America and Europe, but actually works out sales problems in the field and carries complete or partial sales reorganizations to a successful conclusion. Operation is entirely on a fee basis.

**SHERMAN CORPORATION**  
30 Milk Street, Boston, Mass., and 292 Madison Avenue, New York, N. Y.

A division of this organization specializes on sales analysis, investigations and planning; a subsidiary helps to bring inventors in touch with manufacturers who have excess plant capacity, and to work out the merchandising plans for new products.

**STEVENSON, HARRISON & JORDAN**  
111 West Washington Street, Chicago, Ill.  
Branches: New York City, Buffalo, Cleveland

Executive officers: CHARLES R. STEVENSON, G. CHARTER HARRISON, J. P. JORDAN, T. M. HARRISON, C. E. MURRAY. Management engineers who do a great deal of sales counsel work. Do not specialize in any particular business but are especially familiar with the glass-bottle industry. The firm is a consolidation of three management engineering concerns, senior members having twenty years' experience.

**GEORGE L. WILLMAN**  
333 North Michigan Avenue, Chicago, Ill.

Mr. Willman specializes in problems of sales organization, establishing salesmen's quotas, analyzing territory possibilities for new business, etc. He has had a wide experience as a sales manager and an advertising manager for some of the largest concerns in the United States. He has also had experience as an advertising agency executive.

**R. O. ZOBEL**  
215 Kingsley Avenue, Waterloo, Iowa

Eighteen years' experience as sales promotion manager and sales manager with national advertisers. Specializes in sales planning, sales analysis, general sales counsel and personal service. Automotive, heating and drilling machinery. Now sales counselor for Armstrong Mfg. Co. and Lavita Tooth Powder Co. Also correspondence critic for above.

### **Sales Letter and Promotion Specialists**

**AD-MAN DAVISON**  
Westport, Conn.

Mr. Davison is one of the most experienced writers of resultful sales letters.

**JAMES C. JOHNSON**  
119 Woodbridge Avenue, Buffalo, N. Y.

Mr. Johnson's thirty-five years' experience in salesmanship in-print is applied to the working out of complete sales programs for his clients, many of whom are subscribers to this magazine.

**WILLIAM A. HERSEY**  
67 West Forty-fourth Street, New York, N. Y.

Mr. Hersey's services are available for part-time work on a fee basis. He has sold millions of dollars' worth of merchandise at low cost through mail selling.

**EDWARD H. SCHULZE ORGANIZATION**  
285 Madison Avenue, New York, N. Y.

Mr. Schulze has had remarkable success in writing sales letters that pull profitable business. He is the author of the book "Making Sales Letters Pay."



# Practical Sales Laboratory

## The Foundation of Greater Advertising Success

A Personal Statement by Marquis Regan

EVERY experienced advertising man has seen well prepared campaigns fall short of the splendid results he knew could be gotten. Sales weaknesses which he was powerless to remedy, prevented.

Or he has had clients whose advertising success *could* be outstanding *if* only the field sales problems could be overcome.

\* \* \*

I watched these things happen for years. I saw advertising blamed for failures of sales policy, plan and operation. I saw the desperate efforts of manufacturers attempting through rule-of-thumb methods to get *SELLING* on the solid fact-and-proven-method-basis of factory production, with which they were familiar.

And when I opened my own Sales Engineering offices in 1922 (without a prospect or a client) I was determined that we would find out how distribution and selling could be set up or improved by *actually demonstrating it in the field with our own sales staff*. "Test sell first—advise afterward." Advice is blind without field facts.

\* \* \*

Seven years have gone by, during which period the sales problems of many of the largest manufacturers in America have been brought to us, problems for which management itself had not found the answer.

The results obtained are a matter of record, not of opinion. New and better distribution methods have been worked



*"Sales advice is of little value without the field organization for testing and proving up practical plans."*

MARQUIS REGAN.

out. Selling expense has been reduced. Untouched potential volume has been discovered. More than normal sales increases have been obtained. These accomplishments are proved by facts and figures and in doing these things goodwill and hearty cooperation of the sales organization have been won by a so-called "outside" organization.

So that today there is a practical Sales Laboratory to which manufacturers can turn for intensive sales planning, just as they would turn to the famous Mellon Institute on an engineering or chemical development problem.

\* \* \*

The services rendered include every phase of fact finding, from potential market, trade and competitive resistances and methods to the *actual* reasons for salesmen's failure in the field. Nothing is left to the imagination. From THE FACTS, we conclude what *should* work

and prove it up with actual test selling and merchandising. Company standards—field methods, correct routing and coverage, balanced territories, practical and reliable sales forecasts and expense budgets—are set up, step by step.

And finally, we supply hundreds of salesmen each year to our clients, selected and trained with a thoroughness that insures freedom from wasteful turnover of manpower.

\* \* \*

During these seven years, many agencies have not only consulted us regarding sales factors affecting their work for clients, but have taken us to clients for direct retainer, to the benefit of agent and client. We are in no sense competing with advertising agencies.

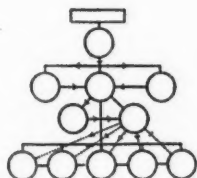
\* \* \*

Our organization of trained research, statistical analysis, sales laboratory and sales planning specialists, continues to grow. Our principal clients today are leading manufacturers extremely successful and quite willing to make still greater profits through intensive sales diagnosis, planning and testing.

We operate upon a strictly professional and confidential basis like any other specialists.

We have never deviated from the fundamental with which I started: That we will accept *no* retainer unless convinced in advance that our expense will return *substantial profits to the client*.

More and more manufacturers are finding it extremely profitable to place us under annual retainer both as "Chinese Doctors" and to have available our complete field laboratory for analyzing the fresh problems which arise month after month. They do this because *it pays!*



The eye "hears" twenty-three times as fast as the ears! Write for this visualization chart of our services.

## Marquis Regan, Incorporated

Sales Engineers and Counselors

270 Madison Avenue

New York

Cable Address, "Markregan" New York, all codes

## GUIDE TO COUNSELLORS, SALES ENGINEERS, Etc. (Continued)

## Direct Mail Specialists

(Below is given a selected partial list of printers and counsellors in cities of 100,000 and over who create as well as produce; see Direct Mail Section for more complete list of printers.)

**ALBANY, N. Y.**  
The Argus Company, 410 Broadway.

**ATLANTA, GA.**  
Foote and Davies Company.  
The Ruralist Press.

**BALTIMORE, MD.**  
The Address, 36 S. Pace St.  
Norman T. A. Munder Company, 109 Market Place.  
Schneiderith & Sons.

**BOSTON, MASS.**  
Dickie Raymond Company, 88 Pearl St.  
George H. Ellis Company, 272 Congress St.  
Southgate Press, 470 Atlantic Ave.

**BUFFALO, N. Y.**  
Baker-Jones-Hausauer, Inc., 45 Carroll St.  
J. W. Clement Company, 8 Lord St.  
Whitney-Graham Co.

**CAMBRIDGE, MASS.**  
The University Staff, Harvard Square.

**CAMDEN, N. J.**  
Franklin Artcraft, 540 Federal St.

**CHICAGO, ILL.**  
American Colortype Co., 1151 Roscoe St.  
F. W. Bond Company, 429 S. Ashland Blvd.  
Buckley, Dement & Company, 1300 W. Jackson Blvd.  
Reuben H. Donnelley Corp., 320 East 21st St.  
W. F. Hall Printing Co., 4600 Diversey Parkway.  
James T. Igoe Co., 4600 W. Van Buren St.  
Kane Bowman Printing Co., 522 S. Clinton St.  
Manz Corporation, 4043 Ravenswood Ave.  
The Pryor Press.  
Rosenow Company, Inc., 340 W. Huron St.  
Walton and Spencer Co., Inc., 1241 S. State St.  
Bert L. White Co., Inc., 1215 Fullerton Ave.

**CINCINNATI, OHIO**  
Caxton Company, Caxton Building.  
Corday & Gross, 1771 E. 24th St.  
Lezius-Hiles Company.  
Ohio Printing Company.

**DES MOINES, IOWA**  
Federal Printing Company.  
Smith-Brooks Printing Co., 1741 California St.

**DETROIT, MICH.**  
Cadillac Printing Co., 5850 Second Blvd.  
Electrograph Company, 725 W. Grand Blvd.  
Evans-Winter-Hebb, Inc., 818 W. Hancock Ave.  
Speaker-Hines Printing Co., 154 E. Larned St.  
The Stubbs Company, 1915 W. Fort St.

**FALL RIVER, MASS.**  
Dover Press, 39 Purchase St.

**GRAND RAPIDS, MICH.**  
The Cargill Co., 26 Wealthy St., N. W.

**HAMMOND, IND.**  
W. B. Conkey Co., Inc., Conkey Ave.

**HARTFORD, CONN.**  
R. S. Peck and Company.

**HOUSTON, TEXAS**  
O. L. Scrivner Printing Co., 711 Poch Ave.

**INDIANAPOLIS, IND.**  
Levey Printing Company.  
Bramwood Press, 121 W. North St.

**LOS ANGELES, CALIF.**  
The Mayers Company.

**LOUISVILLE, KY.**  
Kentucky Printshop Co., 847 E. Jefferson.

**MILWAUKEE, WIS.**  
American Printing Co., 62 Mason St.  
Meyer-Rotier-Tate Company.

**MINNEAPOLIS, MINN.**  
Bureau of Engraving, Inc., 500 Fourth St., South  
Jensen Printing Company.

**MONTREAL, QUEBEC**  
Dodd-Simpson Press, 1498 Notre Dame, W.

**NASHVILLE, TENN.**  
Baird Ward Printing Company, 150 Fourth Ave., North.  
Williams Printing Company.

**NEWARK, N. J.**  
Alex G. Highton, Inc., 227 High St.

**NEW ORLEANS, LA.**  
Steege Printing and Publishing Co., 938 Lafayette St.

**NEW YORK, N. Y.**  
Bartlett-Orr Press, 461 Eighth Ave.  
Blanchard Press, 418 W. 25th St.  
Commanday-Roth Co., 175 Varick St.  
Charles Francis Press, Inc., 461 Eighth Ave.  
Githens-Sohl Corp., 203 East 12th St.  
Isaac Goldman Co., 80 Lafayette St.  
Wm. Green, Inc., 627 W. 43rd St.  
The Kahlkoff Company.  
James F. Newcomb Co., 330 Seventh Ave.  
Robert E. Ramsay Organization, 19 W. 44th St.  
Redfield-Downey-Odell Co., 468 Tenth Ave.  
Rogers & Company, 461 Eighth Ave.  
The Schilling Press, Inc., 137 East 25th St.  
The Stillson Press, Inc., 461 Eighth Ave.  
Sweetland Advertising, Inc., 19 W. 44th St.

**OAKLAND, CALIF.**  
Hall-White Company.

**OKLAHOMA CITY, OKLA.**  
Cromatone Advg. Service, 303 Perrine Bldg.

**OMAHA, NEB.**  
Acorn Press, 1214 Howard St.

**PATERSON, N. J.**  
Blauvelt Bros., 680 Madison Ave.

**PHILADELPHIA, PA.**  
Franklin Printing Co., 1518 Ludlow St.  
Jerome B. Gray, Ins. Co. of N. A. Bldg.  
Holmes Press, Inc., 1315 Cherry St.  
MacDonald, Acton and Young.

**PITTSBURGH, PA.**  
Eddy Press, Braddock and Kensington.  
E. H. Stuart, Inc., 422 First Ave.  
Herbick and Held, 1117 Wolfendale St.

**READING, PA.**  
E. W. Rettew, 420 Franklin St.

**RICHMOND, VA.**  
Everett Waddey Co., 1105 E. Main.  
Garrett & Massie, Inc., 1309 E. Franklin.

**ROCHESTER, N. Y.**  
Case-Hoyt Corp., 792 St. Paul St.  
John P. Smith Printing Co., 195 Platt St.

**SAN ANTONIO, TEXAS**  
Maverick Clarke Litho Co.

**SAN FRANCISCO, CALIF.**  
The Sunset Press.

**SCRANTON, PA.**  
Commercial Printing.

**SEATTLE, WASH.**  
Gateway Printing Company.

**ST. LOUIS, MO.**  
Skinner and Kennedy, 416 N. 4th St.

**TOLEDO, OHIO**  
The Caslon Company.

**TORONTO, ONT.**  
Might Directories, Ltd.

**VANCOUVER, B. C.**  
Gehrke's, Ltd.  
Rose, Cowan and Latta, Ltd.

**WASHINGTON, D. C.**  
H-T Advertising Service, 1710 Pennsylvania Ave.  
National Publishing Company.

**WINNIPEG, MANITOBA**  
Bulman Bros., Ltd., McDermot and Francis Sts.

**WORCESTER, MASS.**  
Commonwealth Press, 33 Portland St.

## Sales Training Specialists

**BUSINESS TRAINING CORP.**  
350 Madison Ave., New York, N. Y.  
WILLIAM H. LOUGH, President; DAVID ROSENBLUM, Vice-President. This experienced organization specializes in the preparation and supervision of sales training courses for salesmen, distributors and dealers of large companies. Their clients include many famous names.

com-

t.

lin.

St.

vania

ancia

ts

p.

Y.

AVID  
ex-  
the  
ales  
ibu-  
nies.  
mes.





# Would Your Sales Profit From *Better* Retail Selling?

Walk into any salesroom and find out what kind of a "break" your product is getting. Good display, perhaps. Good advertising, perhaps. But do the sales people on the floor follow through with effective selling?

If you could control this link in the selling chain your volume would leap ahead—and your costs would drop.

There is a sound way to improve retail selling—if not to control it. That is through the unique program worked out by the Business Training Corporation, whose fifteen years' experience has given them leadership in this field. The program is based upon a thorough study in the field of the *actual selling of your own product*.

**A**MONG the companies and associations whose sales training programs have been entrusted to us are:

AEOLIAN COMPANY  
AMERICAN GAS ASSN.  
AMERICAN PIANO CO.  
BIGELOW-HARTFORD  
CARPET COMPANY  
CURTIS COMPANIES  
GENERAL MOTORS  
TRUCK COMPANY  
HAMMERMILL PAPER CO.  
KELVINATOR CORP.  
KNOX HAT COMPANY  
MILLER RUBBER CO.  
MOTOR & EQUIPMENT  
ASSOCIATION  
SAVE THE SURFACE  
CAMPAIGN  
STERLING SILVERSMITHS  
GUILD  
STUDEBAKER CORP.  
U. S. CHAMBER  
OF COMMERCE  
UNITED TYPOTHETAE  
OF AMERICA  
WILLARD STORAGE  
BATTERY COMPANY  
WILLIAMS OIL-O-MATIC  
HEATING CORP.

*Let us explain just how we arouse interest among sales people to study the selling points of your product and to turn this new-found knowledge into increased sales.*

**BUSINESS TRAINING CORPORATION**

350 MADISON AVENUE

NEW YORK

# THE HIGH-HAT HANDFUL AND THE "QUALITY" MILLIONS

The Quality market. Twenty years ago it meant the upper five per cent . . . the yacht and polo few . . . the high hat handful that lived on a hill. The class that could absorb luxury units above \$1,000 in price. It was small, compact, easily reached.

Today the Quality market is citywide . . . millions strong. Higher wage scales . . . broader living standards . . . more flexible credit provisions have made luxury buying even in the \$1,000 units a privilege and power of the mass as well as the class.

To reach this new market you must have a "class" medium with "mass" coverage . . . you must tell the story of style and service as well as price.

Midweek Features . . . the new magazine-form every-Wednesday supplement of The Chicago Daily News . . . is just such a medium. It shares the circulation of The Daily News . . . more than 430,000 strong in Chicago and its suburbs . . . lifting the cream of the city's earning, buying families.

And it is a medium that offers to the prestige of your product the prestige of a well edited, smartly toned, excellently reproduced editorial and illustration content.

An avenue certain, straight and convenient to Chicago's new Quality Market audience.



## IN MIDWEEK FEATURES

**PICTURES**—Strikingly reproduced by the Photo-gravure process.

**COLOR**—An extra color in page and less-than-page size units.

**POSITION**—Preferred placing assured by the small page size.

**RESULTS**—Let our representative tell you of the experience of others with this new medium.

## THE CHICAGO DAILY NEWS

*Chicago's Home Newspaper*

Advertising  
Representatives

**NEW YORK**  
J. B. Woodward  
110 E. 42d St.

**CHICAGO**  
Woodward & Kelly  
360 N. Michigan Ave.

**DETROIT**  
Woodward & Kelly  
408 Fine Arts Bldg.

**SAN FRANCISCO**  
C. Geo. Krogness  
303 Crocker 1st Nat. Bank Bldg.

**ATLANTA**  
A. D. Grant  
711-712 Glenn Bldg.

Member of The 100,000 Group of American Cities





E  
S  
T  
A  
nt  
Bldg.



## VII

ADVERTISING  
MEDIA

## CIRCULATION AND RATES

## Essential Facts by Classes and Chief Groups

**T**HE great expansion of advertising of every sort in recent years and its universal recognition as a potent factor in business development give to any roster of media used a place of capital importance.

In this section the various divisions of advertising media are arranged so as to facilitate as much as possible the work of planning campaigns on broad lines—newspapers in cities of 5,000 population or more by individual papers, country weekly and semi-weekly newspapers by groups, magazines that carry most of the advertising by classes based on dominant characteristics, farm publications of national and sectional range, trade papers carefully selected, outdoor advertising by principal cities, and radio broadcasting by national networks.

In the case of publications the effort has been to provide essential facts stripped of technicalities. For newspapers, circulations and the populations served (trading area as well as city), maximum or flat rates, and special representatives; for all other publications, circulations and black and white line or page rates; for outdoor advertising, sign space for paint and posters in large cities with cost; for radio broadcasting, national networks cover and time charges. Direct by mail advertising data have been transferred to the section of this book dealing with advertising materials because the facts about direct mail are not easily separated from the facts about its physical appliances.

The condensed and simple arrangement of these details here used is calculated to appeal to the busy man who is more interested in planning general policies than in carrying out details. The man in charge of the latter needs the fuller information contained in Standard Rate and Data or obtainable from special representatives or publication offices.

In his chapter on Marketing in the Hoover Committee Report on Recent Economic Changes Professor Melvin T. Copeland of Harvard University remarks: "By stimulating demand advertising has served as a stabilizing influence in some industries and as a means of securing economy in selling in other industries. It has exerted a strong influence on changes in demand, and in some instances has tended to cause speculative buying to be supplanted by more orderly merchandising." Spreading acceptance of these observations is steadily increasing the number of higher executives who wish to know for themselves how advertising appropriations can be used to the best advantage. For them, also, lists of the character here presented are of practical service, as time-saving guides.

The design of this section, in short, is to provide a handy compendium of media for the purposes of the man who takes the engineer's view of his work that concerns itself with the job as a whole before taking up the minutiae of execution. In this respect it is an essential part of the book as a whole.



# NEWSPAPER CIRCULATIONS AND RATES

## With Populations of Cities and Trading Zones

[The data following have been compiled and arranged with a view to making of them a handy and useful guide in outlining or considering merchandising and advertising campaigns. For exact details the fuller information to be found in Standard Rate and Data must be consulted. The list of newspapers is limited, to bring it within reasonable compass, to papers having a total circulation of 5,000 or more. To indicate at a glance the positive and potential buying units of each market, trading zone populations as well as city populations are given in each case. Census Bureau estimates for July 1, 1929 are used wherever given for cities; Standard Rate and Data estimates for trading zones. Only the maximum rate per line is given wherever the card shows a scale of discounts based on volume of space taken or number

of insertions ordered. Flat rates are plainly marked. Sunday editions appear separately with their circulations and rates. In the case of morning and evening papers put out by the same publisher the rule followed is to show individual circulation and rate where use of either or both is voluntary, combined circulation being added on a separate line when the combination involves a change in the sum of the two independent rates. Where only combined circulation is sold to national advertisers, the total circulation and the rate charged for it are given. Single ownership of papers of different names published in the same city is indicated by brackets. Special representatives are shown by key numbers appearing in a list of representatives with their addresses, printed on pages 268-269.]

State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circu- lation	Origin	Gross Rate Per Line	Representatives by key numbers*	State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circu- lation	Origin	Gross Rate Per Line	Representatives by key numbers*
<b>ALABAMA</b>					<b>CALIFORNIA</b>				
<b>ANNISTON</b> (30,148-125,000) Star (E & S)	6,331	Govt	.045f	60	<b>(Continued)</b>				
<b>BIRMINGHAM</b> (222,400-600,000) Age Herald & News (M & E) Age Herald & News (S) Post (E)	117,043 122,078 71,523	ABC ABC ABC	.27f .30f .15f	84 84 142	<b>LONG BEACH</b> (150,101-250,000) Press-Telegram (E & S) Sun (M & S)	46,328 19,621	ABC ABC	.14f .08f	165 110
<b>DECATUR</b> (15,505-38,000) Daily (E)	6,101	Govt	.04f	60	<b>LOS ANGELES</b> (1,366,000) Examiner (M) Examiner (S) Express (E) Herald (E) The Illustrated Daily News (M) Record (E) Times (M) Times (S)	204,245 446,526 143,077 229,159 100,572 55,708 162,959 246,453	ABC ABC ABC ABC ABC ABC ABC ABC	.47 .82 .30f .51 .25 .12f .37 .51	9-28-53 61-75 122 73-94-112 132 62 13-165 13-165
<b>GADSDEN</b> (24,562-150,000) Times (E & S)	7,193	ABC	.05357f	60	<b>MARYSVILLE</b> (8,191-30,000) Appeal-Democrat (E)	5,254	ABC	.04f	150
<b>MOBILE</b> (69,600-220,000) News-Item & Register (M & E) Register (S)	39,382 37,826	ABC ABC	.13f .13f	17 17	<b>MODESTO</b> (15,063-45,000) News-Herald (M & E) News-Herald (E & S)	10,172 10,184	ABC ABC	.06f .06f	122 122
<b>MONTGOMERY</b> (63,100-376,000) Advertiser (M) Advertiser (S) Journal & Times (E)	24,467 27,311 23,448	ABC ABC ABC	.07f .09f .075f	84 84 17	<b>OAKLAND</b> (274,100-648,623) Post-Enquirer (E) Tribune (E & S)	59,359 81,454	ABC ABC	.18f .21f	145-156 165
<b>SELMA</b> (21,728-54,697) Times-Journal (E & S)	5,988	Govt	.04f	47	<b>PASADENA</b> (62,100) Post (E) Star-News (E)	11,079 20,684	ABC ABC	.05f .09f	110 165
<b>ARIZONA</b>					<b>POMONA</b> (25,659-35,000) Progress-Bulletin (E)	6,955	ABC	.045f	110
<b>PHOENIX</b> (55,200-225,000) Arizona Gazette (E) Arizona Republican (M) Arizona Republican (S)	16,640 30,458 33,643	ABC ABC ABC	.06f .10f .11f	103 110-165 110-165	<b>RIVERSIDE</b> (33,266-40,000) Press (E)	7,261	ABC	.035f	110
<b>TUCSON</b> (40,584-50,000) Arizona Star (M & S) Citizen (E & S)	7,189 7,265	ABC ABC	.045f .04f	13-108-148 110	<b>SACRAMENTO</b> (75,700-175,000) Bee (E) Union (M) Union (S)	51,166 17,038 17,145	ABC ABC ABC	.12f .06f .07f	122 42-95 42-95
<b>ARKANSAS</b>					<b>SAN BERNARDINO</b> (42,122-105,000) Sun & Telegram (M & E) Sun & Telegram (E & S)	14,209 14,461	ABC ABC	.07 .07f	110 110
<b>ELDORADO</b> (30,105-110,000) News & Times (M & E) News (S)	8,550 7,502	ABC ABC	.07f .07f	6 6	<b>SAN DIEGO</b> (119,700-158,898) Sun (E) Union & Tribune (M & E) Union (S) Tribune & Union (Sat. & S.)	20,318 58,530 39,684 67,740	ABC ABC ABC ABC	.07f .14f .14f .16f	142 110 110 110
<b>FORT SMITH</b> (43,326-150,000) Times Record & Southwest American (M & E) Southwest Times Record (S)	22,762 23,721	ABC ABC	.10f .10f	132 132	<b>SAN FRANCISCO</b> (585,300-1,275,636) Bulletin (E) Call (E) Chronicle (M) Chronicle (S) Examiner (M) Examiner (S) News (E)	80,903 110,776 98,528 162,176 188,591 380,133 85,355	ABC ABC ABC ABC ABC ABC ABC	.20f .30 .28 .33 .45 .75 .20f	42-95 94-112-145 13-165 13-165 9-28-61-75 9-28-61-75 142
<b>LITTLE ROCK</b> (79,200) Arkansas Democrat (E & S) Arkansas Gazette (M) Arkansas Gazette (S)	34,834 42,350 49,450	ABC ABC ABC	.10f .12f .14f	17 20 20	<b>SAN JOSE</b> (45,500-105,000) Mercury Herald (M & S) News (E)	18,989 10,636	ABC ABC	.075f .045f	92-110 None
<b>PINE BLUFF</b> (29,305-188,597) Commercial (E) Graphic (M & S)	6,493 5,092	ABC ABC	.04f .03f	3 6	<b>SAN PEDRO</b> (40,000-60,000) News-Pilot (E)	8,695	ABC	.06f	110
<b>CALIFORNIA</b>					<b>SANTA ANA</b> (38,841-61,375) Register (E & S)	11,663	ABC	.06f	127-160
<b>ALHAMBRA</b> (33,655-37,000) Post-Advocate (E)	8,369	ABC	.05f	110	<b>SANTA BARBARA</b> (36,938-40,000) News (E) Press (M & S)	7,160 6,112	ABC ABC	.045f .045f	127-108-148 110
<b>BAKERSFIELD</b> (31,063-30,000) Californian (E)	11,533	ABC	.055f	19-58-110	<b>SANTA MONICA</b> (48,806-60,000) Outlook (E) Outlook (S)	10,239 13,232	ABC ABC	.84*f 1.05*f	110 110
<b>BERKELEY</b> (71,000) Gazette (E)	7,946	Govt	.05	127					
<b>EUREKA</b> (20,677-40,000) Humboldt Standard (E) Humboldt Times (M & S)	5,783 5,705	ABC ABC	.045f .05f	110 121-103					
<b>FRESNO</b> (64,000-125,000) The Bee (E & S) Republican (M & S)	25,290 27,694	ABC ABC	.08f .10f	122 13-165					
<b>GLENDALE</b> (78,508-85,000) News-Press (E)	14,933	ABC	.075f	110					
<b>HOLLYWOOD</b> (120,000) Citizen (E) News (E)	15,273 11,499	ABC ABC	.08f .06f	127-160 110					

\* For names and addresses see Pages 268-269. § City populations, and trading zone populations wherever the latter are available, follow names of cities. Indicates flat rate newspaper.

---

# 140,000 Persons Attend Two-Day Sale At Akron Store!

**T**HE M. O'NEIL CO., Akron's largest department store, and one of the largest in the country, recently held a Remnant Day sale, using 23 pages in AKRON newspapers to advertise this gigantic enterprise.

THE original sale was set for one day, but after more than 100,000 shoppers packed and jammed their way into the store, the O'Neil company officials extended the sale to another day and accommodated 40,000 more shoppers from the Akron trading area.

THIS remarkable record exceeded any previous mark ever made by O'Neil's in a similar sale, and while it is phenomenal the entire retail shopping district of Akron is enjoying healthy business with retail sales for the first half of the year 12 per cent higher than for the same period in 1928!

THE DRAWING POWER of Akron's newspapers was the leading factor in the success of this gigantic sale. In no way did Cleveland, or Cleveland's newspapers influence the buying public—in fact, the people of Cleveland knew nothing about the sale save through friends or relatives who read AKRON newspapers.

MOST NATIONAL ADVERTISERS prefer to tell the \$100,000,000 Independent Akron market about their wares through the one medium that thoroughly covers this district and TRUTHFULLY influences the 390,000 population of the AKRON trading area, namely, the

## AKRON BEACON JOURNAL

*Owned Independently - First in Ohio; Fourth in the Nation in 1928 Six-day Lineage - Thoroughly Covering the Rubber and Airship Centre of the World*

**STORY, BROOKS & FINLEY, Representatives**  
NEW YORK - PHILADELPHIA - CHICAGO - LOS ANGELES

---

## NEWSPAPER CIRCULATIONS AND RATES (Continued)

State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circu- lation	Origin	Gross Rate Per Line	Representatives by key numbers*	State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circu- lation	Origin	Gross Rate Per Line	Representatives by key numbers*
<b>CALIFORNIA</b> (Continued)					<b>DELAWARE</b>				
<b>SANTA ROSA</b> (14,593-60,000)					<b>WILMINGTON</b> (128,500-255,000)				
Press-Democrat & Republican (M & E)	12,477	Govt	.065	127	Every Evening (E)	18,271	ABC	.08	19
Press-Democrat & Republican (E & S)	12,477	Govt	.065	127	Evening Journal (E)	25,736	ABC	.10	149
					Morning News (M)	10,371	ABC	.05f	149
<b>STOCKTON</b> (51,000)					Star (S)	12,700	ABC	.06f	78
Independent (M)	7,868	Govt	.045f	110	<b>DIST. OF COLUMBIA</b>				
Record (E)	20,261	Govt	.075f	127	<b>WASHINGTON</b> (552,000-812,946)				
<b>COLORADO</b>					Herald (M)	61,967	ABC	.15f	173
<b>COLORADO SPRINGS</b> (38,223-57,893)					Herald (S)	139,675	ABC	.28	173
Gazette & Telegraph (M & E)	12,624	ABC	.08f	82	News (E)	55,938	ABC	.20	142
Gazette-Telegraph (S)	12,060	ABC	.08f	82	Post (M)	76,006	ABC	.30	14
<b>DENVER</b> (294,200-350,000)					Star (E & S)	105,290	ABC	.25f	27-98
Post (E)	162,723	ABC	.30f	42-95	Times (E)	92,988	ABC	.22f	16-36
Post (S)	261,511	ABC	.45f	42-95	<b>FLORIDA</b>				
Rocky Mountain News (M)	45,337	ABC	.16f	142	<b>DAYTONA BEACH</b> (31,468-40,000)				
Rocky Mountain News (S)	70,120	ABC	.20f	142	News-Journal (E & S)	5,522	ABC	.06	60
Rocky Mountain News (M & S)	115,457	ABC	.30f	142	<b>FORT MYERS</b> (22,068-60,000)				
<b>GRAND JUNCTION</b> (12,997-30,000)					Tropical News (M)	5,127	Govt	.04f	43
Sentinel (E & S)	5,032	ABC	.035f	None	<b>JACKSONVILLE</b> (155,649-300,000)				
<b>GREELEY</b> (14,611-40,000)					Florida Times-Union (M)	50,707	ABC	.13f	64-132
Tribune-Republican (M & E)	6,081	ABC	.04f	None	Florida Times-Union (S)	63,028	ABC	.16f	64-132
<b>PUEBLO</b> (44,200-97,500)					Journal (E)	31,853	ABC	.10f	82
Chieftain (E & S)	11,341	ABC	.05f	113	<b>LAKELAND</b> (23,432-67,000)				
Star-Journal (M & S)	11,518	ABC	.05f	103	Ledger & Star-Telegram (E & S)	6,967	ABC	.05f	20
<b>CONNECTICUT</b>					<b>MIAMI</b> (156,700-195,000)				
<b>ANSONIA</b> (20,289)					Herald (M)	42,672	ABC	.07f	90-103
Sentinel (E)	7,335	ABC	.04f	82	Herald (S)	43,287	ABC	.12f	90-103
<b>BRIDGEPORT</b> (167,481-236,975)					News (E & S)	33,170	ABC	.07f	70-87
Herald (S)	67,338	ABC	.15f	129	<b>ORLANDO</b> (35,271-60,000)				
Post & Telegram (M & E)	46,439	ABC	.15f	62	Reporter-Star (E & S)	7,820	ABC	.06f	19
Post (S)	24,013	ABC	.10f	62	Sentinel (M & S)	7,265	ABC	.06f	60
Times-Star (E)	20,174	ABC	.07f	132	<b>PENSACOLA</b> (44,690-75,000)				
<b>BRISTOL</b> (30,930)					Journal-News (M & E)	15,990	ABC	.08f	82
Press (E)	5,062	Govt	.60*	68	Journal (S)	10,968	ABC	.08f	82
<b>DANBURY</b> (22,722-46,777)					<b>ST. PETERSBURG</b> (53,300-80,000)				
News (E)	7,132	ABC	.36*f	None	▲ Independent (E)	14,003	ABC	.065f	29-70
Times (E)	6,879	Govt	.025f	68	Times (M)	14,597	ABC	.065f	155
<b>HARTFORD</b> (172,300-375,000)					Times (S)	19,493	ABC	.075f	155
Courant (M)	39,200	ABC	.10f	62	<b>TAMPA</b> (170,306-335,000)				
Courant (S)	61,740	ABC	.15f	62	Times (E)	26,623	ABC	.10f	20
Times (E)	59,952	ABC	.15f	103	Tribune (M)	46,144	ABC	.11f	10
<b>MERIDEN</b> (37,100-78,000)					Tribune (S)	54,779	ABC	.14f	10
Journal (E)	8,262	ABC	.055	106	<b>WEST PALM BEACH</b> (35,000-50,000)				
Record (M)	9,204	ABC	.055	62	Palm Beach Post (M)	10,104	ABC	.07f	10
<b>MIDDLETOWN</b> (23,185-50,000)					Palm Beach Post (S)	10,633	ABC	.09f	10
Press (E)	9,696	ABC	.07	106	Palm Beach Times (E)	6,712	ABC	.06f	82
<b>NEW BRITAIN</b> (72,800-109,074)					<b>GEORGIA</b>				
Herald (E)	14,703	ABC	.10	4-114	<b>ALBANY</b> (18,456-260,000)				
Record (E)	13,174	Govt	.07	68	Herald (E)	6,002	ABC	.04f	19
<b>NEW HAVEN</b> (187,900-290,000)					<b>ATLANTA</b> (280,862-1,215,736)				
Journal-Courier (M)	20,758	ABC	.10	106	Constitution (M)	92,897	ABC	.18f	13-84
Register (E & S)	53,786	Govt	.17	106	Constitution (S)	133,473	ABC	.20f	13-84
Times-Union (E)	15,508	ABC	.09	10	Georgian (E)	66,872	ABC	.15f	36-94-112
<b>NEW LONDON</b> (35,963-70,000)					American (S)	133,715	ABC	.21f	36-94-112
Day (E)	13,092	ABC	.10	62	Journal (E)	80,778	ABC	.18f	17
<b>NORWALK</b> (32,367-35,000)					Journal (S)	138,958	ABC	.20f	17
Hour (E)	7,144	ABC	.045	43	<b>AUGUSTA</b> (56,700-350,000)				
South Norwalk Sentinel (E)	5,762	Govt	.06	106	Chronicle (M & S)	12,106	ABC	.055f	19
<b>NORWICH</b> (31,000-75,000)					Herald (E & S)	15,812	ABC	.05f	50
Bulletin & Record (M & E)	17,419	Govt	.12	None	<b>COLUMBUS</b> (46,600-200,000)				
<b>STAMFORD</b> (43,800-80,000)					Enquirer Sun (M & S)	6,725	ABC	.04f	10
Advocate (E)	12,149	ABC	.08	106	Ledger (E & S)	13,118	ABC	.06f	17
<b>TORRINGTON</b> (27,497)					<b>MACON</b> (61,200-250,000)				
Register (E)	5,780	Govt	.06	106	News (E & S)	16,903	ABC	.08	10
<b>WATERBURY</b> (117,395-160,000)					Telegraph (M & S)	29,528	ABC	.09f	17
Democrat (E)	11,511	ABC	.10	106	<b>ROME</b> (15,450-40,000)				
Republican & American (M & E)	25,321	ABC	.15	62	News-Tribune (E & S)	5,236	ABC	.035f	60
Republican & American (S & E)	31,040	ABC	.15	62	<b>SAVANNAH</b> (99,900-371,576)				
					News (M)	23,066	ABC	.06f	50-90
					News (S)	23,022	ABC	.07f	50-90
					Press (E)	18,279	ABC	.05f	20
					<b>IDAHO</b>				
					<b>BOISE</b> (26,955-120,000)				
					Capital-News (E & S)	12,878	ABC	.06	62
					Idaho Statesman (M & S)	16,165	ABC	.06f	132

\* For names and addresses see Pages 268-269. f Indicates flat rate newspaper.  
 § City populations, and trading zone populations wherever the latter are available, follow names of cities.

§ See Adv. on Page 232.  
 † See Adv. on Page 233.  
 ▲ See Adv. on Page 234.





## The Star is the Open Door to the Washington, D. C. Market

National advertisers investigating the requirements for successful entry into the Washington Market, embracing the National Capital and a radius of 25 miles into Maryland and Virginia, find that The Star—Evening and Sunday—completely and influentially covers it from center to circumference with its thoroughly organized home delivery service.

Their recognition of this supremacy of The Star in the Washington Market is expressed in the significant figures of lineage used by national advertisers during 1928:

THE STAR .....	4,187,345
2nd Paper .....	1,831,725
3rd Paper .....	1,713,427
4th Paper .....	731,199
5th Paper .....	460,416

As will be seen, The Star carried nearly as much National Advertising as the four other Washington papers combined.

The Washington Market is unique in many respects. Compact in area; exceeding 800,000 in population—people in good circumstances; able to gratify their tastes for luxuries and commodities—and they can be reached by ONE medium—THE STAR—Evening and Sunday—at minimum cost.

# The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Member of The Associated Press

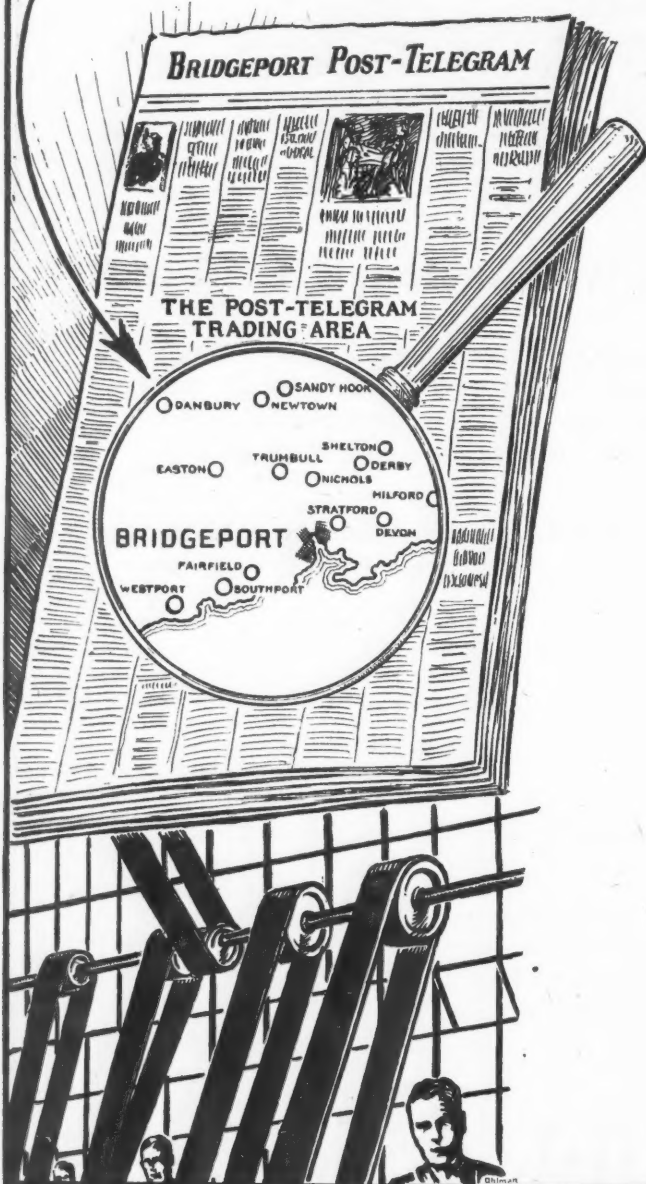
Eastern Representative  
DAN A. CARROLL  
110 East 42nd Street  
New York, N. Y.

Western Representative  
J. E. LUTZ  
Lake Michigan Building  
Chicago, Ill.

# In BRIDGEPORT

CONNECTICUT

236,000 prosperous Consumers live  
within its 13~mile Trading Radius



**W**ITHIN the Post-Telegram market live over 53,000 skilled workers, who earn an annual payroll of \$48,000,000 from 500 diversified industries—who live comfortably according to high American living standards—owners of prosperous commercial and industrial enterprises, who reside in Bridgeport's exclusive residential district—high salaried junior executives—professional men and tradespeople who enjoy fine incomes—and the farm and village people to whom Bridgeport is the Metropolis.

71% of Bridgeport's families live in two-family private dwellings, while 24% reside in one-family homes.

This important market, national in scope, of 236,000 prosperous consumers, is merchandised as one unit, because all the important buying is done in Bridgeport's retail stores.

This important New England market is completely covered and dominated by the Post-Telegram, Bridgeport's leading newspaper. An advertising campaign in the Post-Telegram falls on fertile soil because 98% of the circulation is concentrated within the 13-mile trading radius.

Bridgeport is a major market—and ideal territory to establish a new product, or to boost volume sales on an established product.

## BRIDGEPORT POST-TELEGRAM

GILMAN, NICOLL & RUTHMAN

Foreign Representatives

NEW YORK  
19 West 44th St.

CHICAGO  
410 N. Michigan Ave.

BOSTON  
73 Tremont St.

DETROIT  
General Motors Bldg.

SAN FRANCISCO  
507 Montgomery St.

# First and Foremost in NEW HAVEN (Connecticut's Largest City)



**THE NEW HAVEN REGISTER**  
Reaches fully 90% of the Buying Power  
of New Haven and Immediate Vicinity

**53,786 COPIES NET PAID**



New Haven is a city of culture, industry and buying power several degrees above the average. Here you will find a newspaper reading public that prefers the better type of journalism, as reflected in the pages of New Haven's first and foremost newspaper—"THE REGISTER."



## Comparative Table Showing New Haven Advertising for First 6 Months of 1928 and 1929

JUNE 1928-1929 LINEAGE FIGURES									
REGISTER									
DAILY					SUNDAY				
	1928	1929			1928	1929			
Local .....	447,881	424,411	L. 23,470		188,498	230,870	G. 42,372		
Dept. Stores .....	146,586	128,349	L. 18,237		21,347	26,400	G. 5,053		
Foreign .....	205,020	224,963	G. 19,943		49,919	77,984	G. 28,065		
Classified .....	123,378	115,893	L. 7,485		29,485	35,173	G. 5,688		
<b>TOTAL .....</b>	<b>922,865</b>	<b>893,616</b>	<b>L. 29,249</b>		<b>289,249</b>	<b>370,427</b>	<b>G. 81,178</b>		
Jan. 1 to June 30 (1928) 7,564,916					(1929) 7,857,256				
					Gain—292,340				
SECOND PAPER					THIRD PAPER				
	1928	1929			1928	1929			
Local .....	369,568	399,117	G. 29,549		135,166	114,124	L. 21,042		
Dept. Stores ..	48,543	44,939	L. 3,604		2,384	5,086	G. 2,702		
Foreign .....	91,988	92,646	G. 658		41,077	46,730	G. 5,653		
Classified .....	79,323	53,937	L. 25,386		38,177	30,192	L. 7,985		
<b>TOTAL ....</b>	<b>589,422</b>	<b>590,639</b>	<b>G. 1,217</b>		<b>TOTAL ....</b>	<b>216,804</b>	<b>196,132</b>	<b>L. 20,672</b>	
Jan. 1 to June 30 (1928) 3,612,542					(1929) 1,382,951				
Gain—164,770					Loss—92,815				

## The New Haven Register

Covers the New Haven Market  
Completely and Economically





The only newspaper in the world which gives away its entire home edition FREE to everybody every day the sun fails to shine on its city (St. Petersburg) up to press hour.

# A NATIONAL "try-out"—in one City!

Here's a unique newspaper advertising situation! One newspaper in one city can secure a cross-current of opinion and consumer acceptance in America! An opportunity for national advertisers to sound opinion and release buying power in one city—but at the same time securing an accurate barometer of campaign effectiveness from Maine to Iowa, from Michigan to Florida!

Alert advertisers have, in past years, taken profitable advantage of St. Petersburg as a national "try-out" market, because they have found that the class of buyers they want to reach is concentrated in Florida in the winter months. St. Petersburg, because of its great winter tourist population and its isolation from any other Florida market, is an ideal key city for special search-making advertising.

## Read by "America"!

Serving St. Petersburg completely, The Evening Independent has proved its effectiveness in reaching both the permanent and the largely increased winter population of The Sunshine City. Here is a paper literally "read by America" during six months of the year. Home delivery, complete dawn-to-dark news service (including markets), buyers from all over America who have leisure to read—these are facts to consider in planning winter schedules—particularly "try-out" campaigns. Let The Evening Independent secure national effectiveness for you—this winter!

*Sensible merchandising co-operation. The Evening Independent will gladly send any facts you need to build a complete picture of "try-out" opportunities in this market.*

## The Evening Independent

St. Petersburg, Florida

The Sunshine City

THOS. F. CLARK CO., INC., Special Representatives

## NEWSPAPER CIRCULATIONS AND RATES (Continued)

State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circulation	Origin	Gross Rate Per Line	Representatives by key numbers*
<b>IDAHO</b>				
(Continued)				
<b>IDAHO FALLS</b> (10,752-60,000) Post (E & S)	5,275	Govt	.04f	127-130
<b>LEWISTON</b> (6,574) Tribune (M & S)	5,150	Govt	.03f	29
<b>POCATELLO</b> (31,000-50,000) Tribune (E & S)	5,967	ABC	.04f	127-130
<b>ILLINOIS</b>				
<b>ALTON</b> (32,919-50,000) Telegraph (E)	12,154	ABC	.055f	81
<b>AURORA</b> (47,100-83,000) Beacon-News (E & S)	20,413	ABC	.07f	110
<b>BELLEVILLE</b> (28,960-50,000) Advocate (E) News-Democrat (E)	7,123 10,850	ABC Govt	.035f .025f	81 None
<b>BLOOMINGTON</b> (35,044-170,000) Pantagraph (E & S)	24,206	ABC	.095	50
<b>CAIRO</b> (17,103-116,783) Citizen (E)	5,743	ABC	.055	81
<b>CANTON</b> (11,027-50,000) Ledger & Register (E)	5,918	ABC	.04f	4-114
<b>CENTRALIA</b> (17,487-47,000) Sentinel (E)	6,514	ABC	.035f	None
<b>CHAMPAIGN</b> (23,800-89,189) News-Gazette (E & S)	14,958	ABC	.06f	1
<b>CHICAGO</b> (3,157,400-3,835,000) American (E) Herald-Examiner (M) Herald-Examiner (S) Journal (E) News (E) Post (E) Tribune (M) Tribune (S)	559,705 420,900 1,272,613 80,382 432,994 41,341 838,432 1,235,442	ABC ABC ABC ABC ABC ABC ABC ABC	.75f .55f 1.10f .25 .70f .30 1.40 1.75	16-36 34-38-75 34-38-75 42-95 64-91-167-178 84 56 170-171-172
<b>DANVILLE</b> (38,800-132-168) Commercial-News (E & S)	28,568	ABC	.09	125-127-131
<b>DECATUR</b> (57,100-176,190) Herald (M & E) Herald (S) Review (E & S)	27,995 27,709 26,692	ABC ABC ABC	.07f .07f .07f	50 50 35
<b>DIXON</b> (8,191-27,750) Telegraph (E)	5,149	ABC	.04f	2
<b>EAST ST. LOUIS</b> (74,000-175,000) Journal (E & S)	10,466	ABC	.08	18-81-100
<b>EDWARDSVILLE</b> (5,336-50,000) Intelligencer (E)	5,431	Govt	.04	138
<b>ELGIN</b> (36,000-75,000) Courier-News (E)	16,576	ABC	.06f	110
<b>EVANSTON</b> (47,600-90,000) News-Index (E)	6,681	ABC	.05f	42-95
<b>FREEMONT</b> (22,127-100,000) Journal Standard (E)	10,056	ABC	.05f	2
<b>GALESBURG</b> (29,078-61,330) Register Mail (E)	19,861	ABC	.06f	2
<b>JACKSONVILLE</b> (17,284-40,000) Courier & Journal (M & E) Journal (S)	5,818 3,558	ABC ABC	.045f .045f	81 81
<b>JOLIET</b> (41,900-100,000) Herald-News (E & S)	21,260	ABC	.07f	110
<b>KANKAKEE</b> (20,104-85,000) News (E) Republican (E)	5,603 8,656	ABC ABC	.035 .035f	138 160
<b>KEWANEE</b> (22,436-40,000) Star-Courier (E)	8,384	ABC	.04f	35
<b>LA SALLE</b> (15,225-42,000) Post-Tribune (E)	8,237	ABC	.045f	2
<b>MACOMB</b> (8,985) Journal (E)	6,724	Govt	.45 f	None
<b>MATTOON</b> (16,262-25,000) Journal-Gazette & Commercial Star (E)	6,249	ABC	.56 f	2

\* For names and addresses see Pages 268-269. f Indicates flat rate newspaper.  
§ City populations, and trading zone populations wherever the latter are available, follow names of cities. ¶ See Adv. on Page 226.  
♣ See Adv. on back cover.

# When you want to know—

- The advertising rate of that newspaper in Seattle.
- The circulation of that farm paper in Maine.
- The number of subscribers to that magazine in Texas.
- The business papers that reach your potential customers anywhere and everywhere.
- The instant—accurate—answer to any question, any time about any publication.
- The cost of Radio Broadcast Advertising.

*You have it in*

**STANDARD RATE & DATA SERVICE**

*The National Authority*

536 LAKE SHORE DRIVE

**CHICAGO**



*Send for descriptive booklet and 30-day approval plan*





Greatest industrial  
development in the  
Middle West now  
under way in the  
Peoria district.

Net Paid Cir.,  
Mar 31st Pub.  
Statement

**40,914**

5,000  
Line Rate  
Only

**9¢**  
Per  
Line

## PEORIA JOURNAL-TRANSCRIPT

Read In 4 Out of 5 Homes

CHAS. H.  
EDDY CO.,  
NAT'L REPR.



CHICAGO  
NEW YORK  
BOSTON

**1<sup>st</sup> IN PEORIA**  
**2<sup>nd</sup> IN THE STATE**  
**31<sup>st</sup> IN THE NATION**  
*in 1928 Lineage*

## NEWSPAPER CIRCULATIONS AND RATES (Continued)

State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circu- lation	Origin	Gross Rate Per Line	Representatives by key numbers*
<b>ILLINOIS</b>				
(Continued)				
<b>MAYWOOD</b> (27,000)				
News (E)	5,248	Govt	.05	29-169
<b>MOLINE</b> (35,600-125,000)				
Dispatch (E)	14,037	ABC	.065f	2
<b>MONMOUTH</b> (9,181-30,000)				
Review-Atlas (E)	5,401	ABC	.035f	83
<b>MOUNT VERNON</b> (13,087-60,000)				
Register-News (E)	6,210	ABC	.03f	81
<b>OTTAWA</b> (15,575-48,000)				
Republican-Times (E)	7,622	ABC	.045f	2
<b>PARIS</b> (7,985)				
Beacon-News (E)	5,663	Govt	.035f	2
<b>PEORIA</b> (84,500-161,757)				
Journal-Transcript (M & E)	40,914	ABC	.11	50
Journal-Transcript (S)	31,772	ABC	.11	50
Star (E & S)	32,155	ABC	.10	59
<b>QUINCY</b> (39,800-325,685)				
Herald Whig (E & S)	29,564	ABC	.11f	2
Herald Whig (S)	29,682	ABC	.12f	2
<b>ROCKFORD</b> (82,800-200,000)				
Register-Gazette & Star (M&E)	36,412	ABC	.12f	84
Register-Gazette & Star (E&S)	38,322	ABC	.12f	84
Republic (E)	16,397	ABC	.07	21-127
<b>ROCK ISLAND</b> (42,700-170,000)				
Argus (E)	12,883	ABC	.065f	2
<b>SPRINGFIELD</b> (67,200-350,000)				
Illinois State-Journal (M & S)	33,510	ABC	.08f	110
Illinois State-Register (E & S)	32,270	ABC	.08f	156
<b>STERLING</b> (10,228-45,000)				
Gazette (E)	6,968	ABC	.04f	2
<b>STREATOR</b> (16,627-44,316)				
Times Press (E)	7,385	ABC	.045f	2
<b>WAUKEGAN</b> (26,916-60,000)				
News (E)	6,176	ABC	.05	138
Sun (E)	6,708	ABC	.045f	50
<b>INDIANA</b>				
<b>ANDERSON</b> (41,078-100,000)				
Bulletin (E)	12,773	ABC	.045f	2
Herald (M & S)	11,246	ABC	.08	106
<b>BLOOMINGTON</b> (18,552-40,000)				
World (E)	5,363	ABC	.03f	29
<b>COLUMBUS</b> (9,887-40,000)				
Republican (E)	5,050	ABC	.03f	None
<b>CRAWFORDSVILLE</b> (11,153-38,000)				
Review (M)	5,881	ABC	.03f	81
<b>ELKHART</b> (35,687-70,000)				
Truth (E)	14,321	ABC	.055f	1
<b>EVANSVILLE</b> (98,100-533,575)				
Courier (M)	31,436	ABC	.08f	125-127
Journal (E)	11,953	ABC	.04f	125-127
Courier & Journal (M & E)	43,397	ABC	.10f	125-127
Courier-Journal (S)	32,963	ABC	.08f	125-127
Press (E)	23,156	ABC	.06f	142
<b>FORT WAYNE</b> (105,300-300,000)				
Journal-Gazette (M & S)	43,411	ABC	.09f	125
News-Sentinel (E)	47,592	ABC	.12f	2
<b>FRANKFORT</b> (13,051-36,000)				
Times (M)	8,269	Govt	.05	None
<b>GARY</b> (89,100-250,000)				
Post-Tribune (E)	19,177	ABC	.09	21-64-127
<b>HAMMOND</b> (56,000-200,000)				
Times (E)	21,757	Govt	.09	21-64-127
<b>INDIANAPOLIS</b> (382,100-875,000)				
News (E)	136,263	ABC	.27f	27-98
Star (M)	108,505	ABC	.20f	84
Star (S)	155,661	ABC	.20f	84
Times (E)	70,003	ABC	.15f	142
<b>KOKOMO</b> (40,400-51,700)				
Dispatch (M)	10,090	ABC	.04f	155
Dispatch (S)	11,578	ABC	.045f	155
Tribune (E)	10,157	ABC	.045f	2

\* For names and addresses see Pages 268-269. f Indicates flat rate newspaper.  
§ City populations, and trading zone populations wherever the latter are avail-  
able, follow names of cities.



# THE WICHITA EAGLE

MORNING — EVENING — SUNDAY

Since 1872 The Wichita Eagle has been the outstanding newspaper of Kansas.

The Eagle covers not only the city of Wichita but the trade territory of which Wichita is the hub extending into northern Oklahoma.

There are in the city of Wichita 25,500 homes and The Eagle is delivered seven mornings a week to more than 25,000 of these homes.

The Evening Eagle in the city of Wichita is delivered six evenings a week to more than 20,000 of these homes.

Wichita, Kansas, has been in the white for the past five years. Situated in the heart of the wheat belt, plus the fact that today she is the center of a new oil field with 107 producing wells making over 35,000 barrels a day makes this city an ideal market for try-out campaigns.

The Wichita Eagle maintains a real merchandising and window display department for national advertisers.

We invite sales managers to write for our Merchandising Booklet, "The Third Partner," which outlines in detail this help we offer national advertisers.

# THE WICHITA EAGLE

"WICHITA, KANSAS, THE AIR CAPITAL"

Represented Nationally by The Beckwith Special Agency

Member the 100,000 Group of American Cities

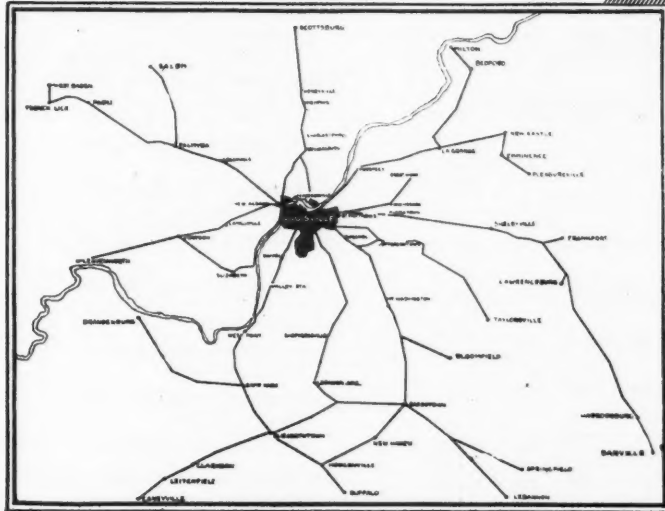
## NEWSPAPER CIRCULATIONS AND RATES (Continued)

State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circu- lation	Origin	Gross Rate Per Line	Representatives by key numbers*	State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circu- lation	Origin	Gross Rate Per Line	Representatives by key numbers*
<b>INDIANA</b> (Continued)					<b>IOWA</b> (Continued)				
LAFAYETTE (23,790-88,000) Journal & Courier (M & E)	23,671	ABC	.07f	125-127	KEOKUK (15,865-81,972) Gate City (E)	5,804	ABC	.035f	2
LA PORTE (17,190-44,000) Herald-Argus (E)	6,962	Govt	.04f	1	MARSHALLTOWN (18,877-80,000) Times-Republican (E)	10,279	ABC	.05f	None
LOGANSPOUT (23,120-60,000) Pharos-Tribune (E) Press (M & S)	12,445 10,313	*ABC ABC	.05f .045f	1 2	MASON CITY (28,084-105,000) Globe-Gazette & Times (E)	16,207	ABC	.06f	35
MARION (26,368-54,500) Chronicle (E) Leader-Tribune (M & S)	9,823 9,231	*ABC ABC	.045f .04f	2 125-127	MUSCATINE (18,746-79,103) Journal & News-Tribune (E)	8,106	ABC	.04f	35
MICHIGAN CITY (28,407) News (E)	5,539	Govt	.045	81	OSKALOOSA (10,370-40,000) Herald (E)	5,735	Govt	.035f	None
MUNCIE (46,100-150,000) Press (E) Star (M & S)	13,330 23,550	ABC ABC	.04f .08f	134-135 84	OTTUMWA (27,604-150,000) Courier (E)	14,829	ABC	.06f	35
NEW CASTLE (22,410-41,000) Courier (E) Times (E)	4,876 5,737	ABC Govt	.04 .04	138 29	SIOUX CITY (80,000-400,000) Journal (M & E) Journal (S) Journal (M & E & S) Tribune (E)	67,059 49,538 89,699 66,188	ABC ABC ABC ABC	.13f .13f .23f .13f	13-35-109 13-35-109 165
PERU (14,478-28,600) Tribune (E)	6,700	Govt	.045f	81	VINTON (3,381-25,000) Cedar Valley Times (E)	5,342	Govt	.04f	47
PORTLAND (5,958-15,000) Commercial Review & Sun (E & E)	5,101	Govt	.04	138	WATERLOO (37,100-200,000) Courier (E) Tribune (M & S)	19,836 16,696	ABC ABC	.07f .06f	149 125-127
RICHMOND (33,991-155,725) Item (M & S) Palladium (E)	16,938 14,426	ABC ABC	.06 .06	149 19	<b>KANSAS</b>				
SOUTH BEND (86,100-300,000) News-Times (E & S) Tribune (E & S)	29,876 15,695	ABC ABC	.08f .09	42-95 149	ARKANSAS CITY (16,492-60,000) The Traveler (E)	6,044	ABC	.05f	82
TERRE HAUTE (73,300-190,000) Post & Star (M & E) Star (S) Tribune (E & S)	48,367 27,135 22,765	ABC ABC ABC	.12f .07f .06f	84 84 125-127	ATCHISON (17,682-30,000) Globe (E)	7,115	ABC	.04f	58-109-130
VINCENNES (20,020-75,000) Commercial (M & S) Sun (E)	6,579 5,806	ABC ABC	.04f .04f	134-135 2	COFFEYVILLE (20,178) Journal (E)	6,971	Govt	.04f	82
WABASH (10,859-42,000) Plain Dealer (E)	6,115	Govt	.04f	81	DODGE CITY (8,098) Globe (E)	5,125	Govt	.04f	None
<b>IOWA</b>					EMPORIA (15,031-27,000) Gazette (E)	6,537	ABC	.045f	82
BOONE (16,186-54,300) News-Republican (E)	5,767	ABC	.65*	None	HUTCHINSON (28,423-75,000) Herald & News (M & E) Herald & News (E & S)	28,343 29,085	ABC ABC	.12f .12f	82 82
BURLINGTON (28,066-150,000) Gazette (E) Hawk-Eye (M & S)	12,205 11,044	ABC ABC	.05f .05f	125-127 35	INDEPENDENCE (14,900-45,000) Reporter (E)	5,780	Govt	.04f	82
CEDAR RAPIDS (58,200-225,000) Gazette & Republican (E & S)	32,168	ABC	.105	2	KANSAS CITY (118,300-149,131) Kansan (E & S)	20,794	ABC	.07f	26
CLINTON (28,188-85,000) Herald (E)	17,275	ABC	.07f	2	LAWRENCE (16,608-40,000) Journal-World (E)	6,140	ABC	.035f	1-83
COUNCIL BLUFFS (42,300-101,430) Nonpareil (E & S)	16,937	ABC	.07f	130	LEAVENWORTH (22,549-40,000) Times (E & S)	7,069	ABC	.04f	127-130-158
CRESTON (8,034-45,000) News-Advertiser (E)	5,130	Govt	.04f	47	OTTAWA (10,521-22,580) Herald (E)	5,398	ABC	.04f	82
DAVENPORT (66,181-395,094) Democrat&Leader-Times (E&E) Democrat&Leader-Times (S&E)	39,181 41,820	ABC ABC	.14f .14f	35 35	PARSONS (21,370-35,000) Sun X (E & S)	6,055	ABC	.045f	82
DES MOINES (151,900-890,858) Register & Tribune (M & E) Register (S) Tribune & Register (E & S) Register (M & E)	230,069 177,754 294,967 290,610	ABC ABC ABC ABC	.45 .45 .65 .65	{13-37-87 123-141 13-37-87 123-141	PITTSBURG (22,565-150,000) Headlight & Sun (M & E) Headlight & Sun (E & S)	12,591 12,743	ABC ABC	.07f .07f	82 82
DUBUQUE (42,300-289,000) Telegraph Herald & Times Journal (E & S)	33,800	ABC	.10f	1	SALINA (18,856-55,000) Journal (E)	13,037	ABC	.06f	82
FORT DODGE (23,216-234,000) Messenger & Chronicle (E)	12,254	ABC	.06f	130	TOPEKA (62,800-230,000) Capital (M & S) State-Journal (E)	44,895 22,125	ABC ABC	.12f .10	26 14
FORT MADISON (14,479-35,000) Democrat (E)	5,329	ABC	.04	2	WICHITA (99,300-285,000) Beacon (E) Beacon (S) Eagle (M & E) Eagle (S) Eagle (S & E) Eagle (M)	54,405 63,014 85,053 67,723 94,588 23,182	ABC ABC ABC ABC ABC ABC	.14f .15f .20f .18f .22f .16f	95 95 10 10 10 10
IOWA CITY (15,773-55,000) Press-Citizen (E)	7,132	ABC	.035f	160	<b>KENTUCKY</b>				
					ASHLAND (32,403-100,000) Independent (E & S)	8,560	ABC	.05f	82
					COVINGTON (66,641-135,000) Kentucky Post (E) Kentucky Post (S)	(Circulation Post) 23,114	on included in Govt	Cincinnati, O., .065f	142

\* For names and addresses see Pages 268-269. f Indicates flat rate newspaper.  
§ City populations, and trading zone populations wherever the latter are available, follow names of cities.

† See Adv. on Page 237.

# This Rich Market Completely Covered ~



~ at one Low  
Advertising Cost

Members of the  
100,000 Group of  
American Cities

MEMBERS  
A. B. C.

GREATER LOUISVILLE has long been known as a logical try-out market for National Advertisers. Here is a prosperous territory with diversified industries, located only 80 miles from the center of American population. Greater Louisville is served by nine trunk line railroads, various interurban and bus lines, and a network of modern automobile highways. No city enjoys a more uniform year-round prosperity. No trading area is more completely covered by one newspaper medium. Over 85% of all National Advertising carried by Louisville newspapers during the first half of 1929 was CONCENTRATED in—

**THE COURIER-JOURNAL**

OVER 197,000 DAILY

OVER 158,000 SUNDAY

**THE LOUISVILLE TIMES**

REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY



## NEWSPAPER CIRCULATIONS AND RATES (Continued)

State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circulation	Origin	Gross Rate Per Line	Representatives by key numbers*	State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circulation	Origin	Gross Rate Per Line	Representatives by key numbers*
<b>KENTUCKY</b> (Continued)					<b>MASSACHUSETTS</b> (Continued)				
<b>LEXINGTON</b> (48,700-173,641)					<b>BOSTON</b> (799,200-2,574,115)				
Herald (M & S)	18,611	ABC	.07f	35	American (E)	273,055	ABC	.50f	16-36
Leader (E & S)	20,792	ABC	.08f	82	Sunday Advertiser (S)	505,298	ABC	.75f	16-36
<b>LOUISVILLE</b> (329,400-668,948)					Christian Science Monitor (E)	130,362	ABC	.40	Own off.
¶Courier-Journal & Times (M&E)	197,796	ABC	.31f	10	Globe (M & E)	308,372	ABC	.50f	64-91
Courier-Journal (S)	158,120	ABC	.29f	10	Globe (S)	346,758	ABC	.55f	123-167
Herald-Post (E)	85,199	ABC	.15f	13-84	Herald & Traveler (M & E)	295,282	ABC	.50f	101
Herald-Post (S)	74,835	ABC	.12f	13-84	Herald (S)	150,517	ABC	.40f	101
<b>OWENSBORO</b> (25,690-100,000)					Post (M)	390,604	ABC	.60f	13-84
Inquirer & Messenger (M & E)	16,488	ABC	.08f	None	Post (S)	349,760	ABC	.55f	13-84
Messenger-Inquirer (S)	16,776	ABC	.08f	None	Record & Daily Advertiser (M)	180,980	ABC	.32	None
<b>PADUCAH</b> (38,834-225,988)					Transcript (E)	38,087	ABC	.20f	13-50
News-Democrat & Sun (M & E)	21,633	ABC	.09f	1	Transcript (Sat)	55,721	ABC	.30f	13-50
News-Democrat & Sun (S)	12,060	ABC	.09f	1	<b>BROCKTON</b> (72,879-155,000)				
<b>WINCHESTER</b> (11,111)					Enterprise (E)	24,266	ABC	.085	106
Sun (E)	5,132	Govt	.025	60	Times (E)	11,318	ABC	.045	None
<b>LOUISIANA</b>					<b>FALL RIVER</b> (134,300-163,000)				
<b>ALEXANDRIA</b> (25,214)					Herald News (E)	25,791	ABC	.11f	84
Town-Talk (E)	9,136	Govt	.04f	83-161	<b>FITCHBURG</b> (45,200-110,000)				
<b>BATON ROUGE</b> (30,494-100,000)					Sentinel (E)	12,131	ABC	.065	106
State Times & Advocate (M&E)	12,566	Govt	.06f	20	<b>GLOUCESTER</b> (25,242-33,450)				
<b>LAKE CHARLES</b> (19,632-80,000)					Times (E)	7,167	ABC	.072	125-127
American-Press (E)	5,964	Govt	.04f	83-161	<b>HAVERHILL</b> (88,733-100,000)				
<b>MONROE</b> (22,054-66,000)					Gazette (E)	16,343	ABC	.09	50
News-Star (E)	11,120	ABC	.06f	82	Sunday Record (S)	12,760	Govt	.07	None
<b>NEW ORLEANS</b> (429,400-751,815)					<b>HOLYOKE</b> (60,400-100,000)				
Item (E)	68,283	ABC	.16f	101	Transcript-Telegram (E)	16,532	Govt	.09	106
Tribune (M)	44,626	ABC	.10f	101	<b>LAWRENCE</b> (93,527-123,314)				
Item & Tribune (M & E)	112,909	ABC	.20f	101	Telegram (E)	8,633	Govt	.05f	132
Item-Tribune (S)	86,471	ABC	.18f	101	Sunday Sun (S)	14,721	Govt	.05f	132
States (E)	53,201	ABC	.15f	17	Tribune & Eagle (M & E)	24,928	ABC	.12	19
States (S)	95,930	ABC	.18f	17	<b>LOWELL</b> (110,296-175,000)				
Times-Picayune (M)	96,748	ABC	.20f	13-35	Courier Citizen & Leader (M&E)	18,148	ABC	.07f	19
Times-Picayune (S)	138,170	ABC	.25f	13-35	Sun (E)	18,532	Govt	.09	106
<b>SHREVEPORT</b> (81,300-500,000)					Sunday Telegram (S)	17,053	Govt	.06	4-105-152
Journal (E)	21,614	ABC	.07f	82	<b>LYNN</b> (105,500-275,000)				
Times (M)	39,353	ABC	.11f	17	Item (E)	17,590	ABC	.10	106
Times (S)	52,341	ABC	.14f	17	Telegram-News (E & S)	18,120	ABC	2.00*	132
<b>MAINE</b>					<b>MALDEN</b> (53,400)				
<b>AUGUSTA</b> (16,937-165,000)					News (E)	9,876	Govt	.08	68
Kennebec Journal (M)	11,753	ABC	.065	106	<b>MEDFORD</b> (52,900)				
<b>BANGOR</b> (28,143-75,000)					Mercury (E)	5,893	Govt	.07	125-127
Commercial (E)	23,846	Govt	.07	62	<b>NEW BEDFORD</b> (125,000-160,000)				
News (M)	32,292	Govt	.075f	125-127	Mercury & Standard (M & E)	31,674	ABC	.10f	50
<b>BIDDEFORD</b> (18,532)					Standard (S)	27,045	ABC	.10f	50
Journal (E)	5,457	Govt	.055	106	Times (E)	28,210	ABC	.07f	35-152
<b>LEWISTON</b> (36,600-120,000)					<b>NEWBURYPORT</b> (17,805-40,000)				
Journal & Sun (M & E)	30,981	ABC	.14	106	News (E)	5,633	ABC	.072	125-127
<b>PORTLAND</b> (78,600-200,000)					<b>NORTH ADAMS</b> (25,624-49,000)				
Express & Press-Herald (M&E)	61,120	ABC	.24	106	Transcript (E)	10,503	ABC	.06	106
Telegram (S)	40,424	ABC	.16	106	<b>NORTHAMPTON</b> (26,341-40,000)				
News (E)	13,113	ABC	.10	130	Gazette (E)	7,728	ABC	.07	106
<b>WATERVILLE</b> (14,424-50,000)					<b>PITTSFIELD</b> (50,000-150,000)				
Sentinel (M)	6,421	Govt	.05	106	Berkshire Eagle (E)	18,733	ABC	.055f	None
<b>MARYLAND</b>					<b>QUINCY</b> (67,600-145,000)				
<b>BALTIMORE</b> (830,400-917,000)					News (E)	7,856	ABC	.07	106
Sunday American (S)	173,904	ABC	.35f	16-36	Patriot-Ledger (E)	11,016	Govt	.07	19
News (E)	155,103	ABC	.30f	16-36	<b>SALEM</b> (43,000-150,000)				
Post (E)	83,230	ABC	.22f	142	News (E)	21,904	ABC	.15	106
Sun (M & E)	292,359	ABC	.60	37-91-64	<b>SPRINGFIELD</b> (149,800-450,000)				
Sun (S)	194,455	ABC	.60	141-167	Union, Republican & News	135,438	ABC	.28f	42-84-152
<b>CUMBERLAND</b> (36,998-100,000)					Union (M & E) and Republi-				
News (M)	9,723	ABC	.05f	132	can & News (M & E)	69,646	ABC	.21f	42-84-152
Times (E & S)	14,751	ABC	.06f	47	Union & Republican (S)				
<b>FREDERICK</b> (14,260-60,000)					<b>TAUNTON</b> (40,600-60,000)				
News & Post (M & E)	9,125	Govt	.04f	83-146	Gazette (E)	9,478	ABC	.07	106
<b>HAGERSTOWN</b> (36,998-300,000)					<b>WALTHAM</b> (37,100)				
Herald & Mail (M & E)	13,717	ABC	.05f	21-64-127	News-Tribune (E)	7,800	Govt	.05	106
<b>MASSACHUSETTS</b>					<b>WORCESTER</b> (197,600-441,842)				
<b>ATTLEBORO</b> (24,664-40,000)					Post (E)	31,617	ABC	.10f	156
Sun (E)	5,957	ABC	.05	68	Telegram-Gazette (M & E)	104,818	ABC	.30	14
<b>BEVERLY</b> (22,865)					Telegram-Gazette (S)	54,822	ABC	.23	14
Times (E)	5,183	Govt	.75*	125-127	<b>MICHIGAN</b>				
					<b>ADRIAN</b> (14,847-60,000)				
					Telegram (E)	11,256	ABC	.04f	None

\* For names and addresses see Pages 268-269. f Indicates flat rate newspaper.  
 § City populations, and trading zone populations wherever the latter are available, follow names of cities.

† See Adv. on Page 239.

# The Company You Keep

**A** MAN is known by the company he keeps. So, too, an advertisement.

Advertisers in The Christian Science Monitor know before insertion the kind of company in which their advertisement will be found.

Only clean news and constructive articles appear in the Monitor. Only those advertisements which reflect clean journalism are published in our columns. Sensationalism, either in news or advertising, finds no place in the Monitor, and is carefully excluded.

*Advertisers in The Christian Science Monitor "mix" with company like these:*

Cadillac  
Burberry  
Canada Dry  
Steinway  
Whittall  
Kelly-Springfield  
Bensdorp  
Swift  
Westinghouse  
Crosse & Blackwell

The Christian Science Monitor is proud of the ever-increasing number of advertisers who are its guests, and pledges them always—"good company."



## The Christian Science Monitor

A DAILY NEWSPAPER FOR THE HOME

*Published by*

*The Christian Science Publishing Society, 107 Falmouth Street, Boston, Mass.*

### Branch Advertising Offices

New York — Detroit — Chicago — St. Louis — Kansas City — San Francisco —  
Los Angeles — Seattle — London — Paris — Berlin — Florence

## The BOOTH NEWSPAPER AREA

ONE OF AMERICA'S LEADING MARKETS

# Is the Big Market IN MICHIGAN

(Outside of the Detroit Area)

- 1,350,000 Population
- 2 cities over 100,000 population
- 8 cities over 25,000 population
- 121 cities of 1,000 or more population
- 7,583 Grocery outlets
- 694 Drug Stores
- 280,494 Daily Average Circulation

Here is a market with all the metropolitan qualifications, but without the usual complexities. It is a market that is responsive, prosperous and easy to cultivate because of the complete coverage of these Booth Newspapers.



I. A. KLEIN  
50 East 42nd St.  
NEW YORK

J. E. LUTZ  
180 N. Michigan Ave.  
Chicago

## Booth Newspapers, Inc.

Central Office, 2500 Buhl Bldg., Detroit,  
or any newspaper listed

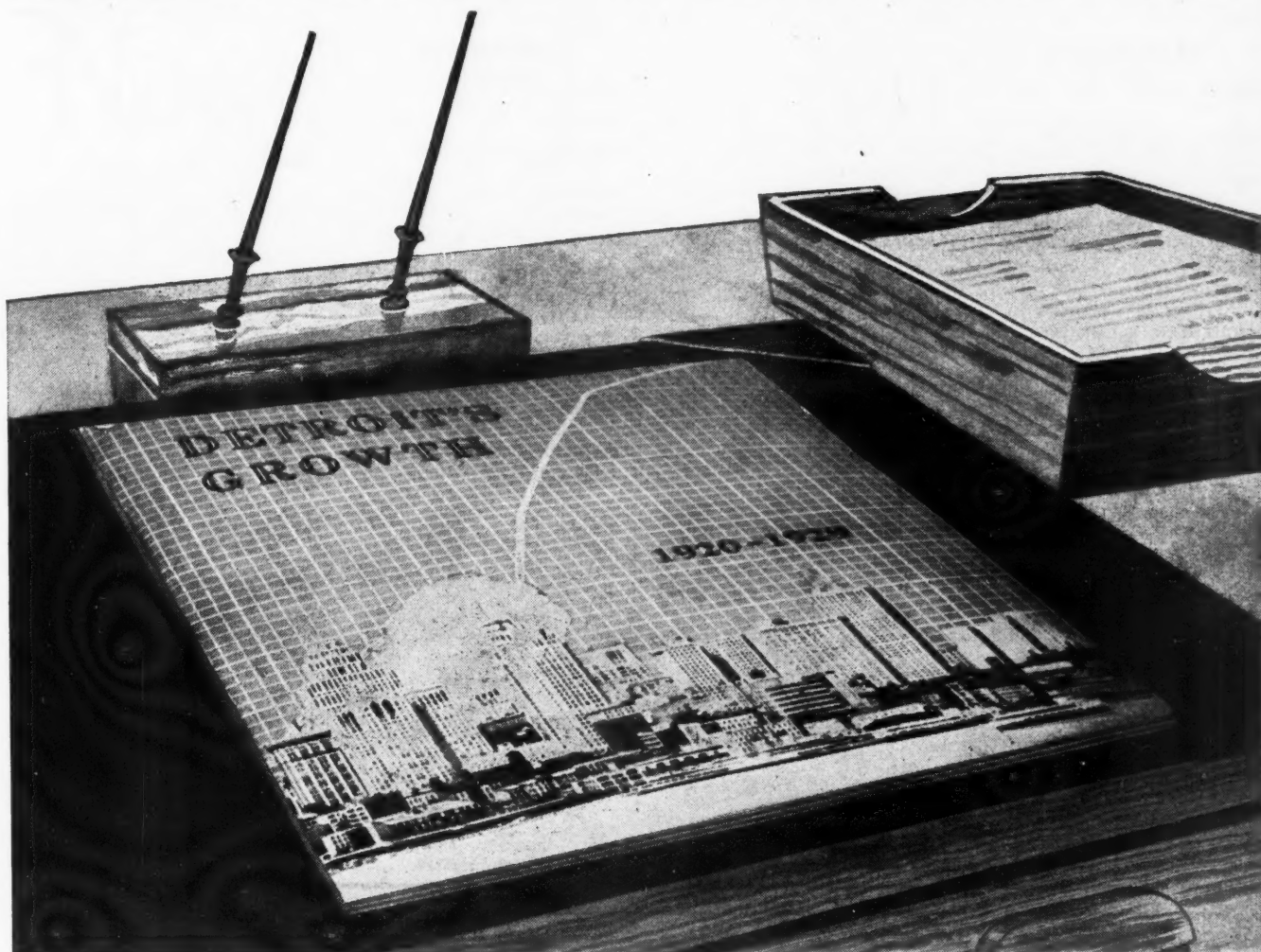
## NEWSPAPER CIRCULATIONS AND RATES (Continued)

State, City and Newspaper § With Populations of Cities and Trading Zones	Total Circu- lation	Origin	Gross Rate Per Line	Representatives by key [numbers*]
<b>MICHIGAN</b>				
(Continued)				
ANN ARBOR (28,493-45,000) News (E)	10,875	ABC	.06f	87-98
BATTLE CREEK (47,200-85,000) Enquirer & News (E & S) Moon Journal (E)	13,987 9,882	ABC ABC	.98* .055	2 138
BAY CITY (49,600-130,000) Times (E & S)	19,152	ABC	.07f	87-98
BENTON HARBOR (17,126) News Palladium (E)	9,377	Govt	.06	125-127
DETROIT (1,378,900-1,830,000) Free-Press (M) Free-Press (S) News (E) News (S) Times (E) Times (S)	226,508 309,826 333,585 382,857 299,927 381,472	ABC ABC ABC ABC ABC ABC	.40f .45f .50f .50f .50f .50f	156 156 87-98 16-36 16-36
ESCANABA (16,379-27,500) Press (M)	7,094	Govt	.06	138
FLINT (148,800-186,000) Journal (E & S)	50,192	ABC	.14f	87-98
GRAND RAPIDS (164,200-375,000) Herald (M & S) Press (E)	36,291 91,322	ABC ABC	.16 .20f	2 87-98
HILLSDALE (6,024-30,000) News (E)	5,035	ABC	.035f	1
HOUGHTON (5,210-100,000) Mining Gazette (M)	6,912	Govt	.60*	125-127
IRON MOUNTAIN (14,027-45,000) News (E)	7,124	Govt	.05	138
IRONWOOD (20,460-45,000) Globe (E)	6,016	Govt	.045	None
JACKSON (63,700-150,000) Citizen-Patriot (E & S)	28,659	ABC	.09f	87-98
KALAMAZOO (56,400-143,000) Gazette (E & S)	29,677	ABC	.09f	87-98
LANSING (79,600-175,000) Capital-News (E) State Journal (E)	11,592 43,672	ABC ABC	.045f .12f	108-148 2
MARQUETTE (15,515-40,000) Mining Journal (M)	8,899	ABC	.065	138
MONROE (17,013-42,162) News (E)	6,797	ABC	.05	None
MOUNT CLEMENS (16,130-65,000) Leader (E)	6,791	Govt	.04f	30
MUSKEGON (46,600-75,000) Chronicle (E)	21,513	ABC	.07f	87-98
OWOSSO (16,314-40,000) Argus-Press (E)	7,796	Govt	.045	125-127
PONTIAC (61,500-197,500) Press (E)	28,282	ABC	.07f	None
PORT HURON (38,916-150,000) Times-Herald (E)	20,871	ABC	.07f	1
ROYAL OAK (18,209-65,000) Tribune (E)	7,123	Govt	.05	138
SAGINAW (75,600-150,000) News (E & S)	29,116	ABC	.09f	87-98
TRAVERSE CITY (13,656-30,000) Record Eagle (E)	5,090	Govt	.05	138
<b>MINNESOTA</b>				
ALBERT LEA (11,278-35,000) Tribune (E)	5,655	Govt	.04f	119-155
DULUTH (116,800-325,000) Herald (E) News-Tribune (M) News-Tribune (S)	43,903 37,611 33,913	ABC ABC ABC	.17 .10f .12f	14 21-64-127 21-64-127
FARIBAULT (13,861-40,000) News (E)	5,095	Govt	.035f	155

\* For names and addresses see Pages 268-269. f Indicates flat rate newspaper.  
§ City populations, and trading zone populations wherever the latter are available, follow names of cities.



## Because Detroit has *doubled* since 1920



### this book should be on every marketing executive's desk

Here in this one easy-to-read booklet is a complete history of "DETROIT'S GROWTH," 1920-1929, told interestingly in story and picture.

Not only a pleasant departure from the ordinary run of newspaper promotion, but mighty absorbing business information.

For instance, if you would like to know whether your sales volume has kept pace with

population increases, turn to page 34. If you want to find out what opportunity the motor center offers for your expansion, see page 16.

In other words, if you desire *today's* fundamentals on the fastest-growing city in America, by all means read this unusual booklet.

A copy for every marketing executive. Please make the request on your business letterhead.

One of 28 Hearst Newspapers Read by More Than 20,000,000 People.

**DETROIT TIMES**

More Than 300,000 Daily  
and 375,000 Sunday

**"THE TREND IS TO THE TIMES"**

## NEWSPAPER CIRCULATIONS AND RATES (Continued)

State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circu- lation	Origin	Gross Rate Per Line	Representatives by key numbers*	State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circu- lation	Origin	Gross Rate Per Line	Representatives by key numbers*
<b>MINNESOTA</b> (Continued)					<b>MISSISSIPPI</b> (Continued)				
<b>FERGUS FALLS</b> (8,339-35,000) Journal (E)	7,422	ABC	.04f	155	<b>LAUREL</b> (18,773-80,000) Call (M) Leader (E)	5,475 5,205	Govt ABC	.035 .035f	60 10
<b>HIBBING</b> (19,616-40,883) Tribune (E)	5,228	ABC	.045	155	<b>MERIDIAN</b> (40,000-250,000) Star (E & S)	15,804	ABC	.07f	10
<b>MANKATO</b> (16,623-50,000) Free-Press (E)	9,073	ABC	.05f	127-130	<b>VICKSBURG</b> (23,494) Post (E)	5,825	ABC	.04f	60
<b>MINNEAPOLIS</b> (455,900-530,000) Journal (E) Journal (S) Star (E) Tribune (M & E) Tribune (S)	116,925 161,813 70,105 138,134 170,704	ABC ABC ABC ABC ABC	.25f .32f .17f .28f .32f	122 122 10 91-123 141-167	<b>MISSOURI</b>				
<b>ROCHESTER</b> (20,123-65,000) Post-Bulletin (E)	10,904	ABC	.055f	119-155	<b>CAPE GIRARDEAU</b> (18,453-80,000) Southeast Missourian (E)	7,845	ABC	.05f	125-127
<b>ST. CLOUD</b> (23,809-49,000) Times (E)	5,211	ABC	.04f	119-155	<b>CHILLICOTHE</b> (7,900-25,419) Constitution-Tribune (E)	5,009	Govt	.035f	59
<b>ST. PAUL</b> (312,930-383,000) Dispatch & Pioneer Press (M & E) Pioneer Press (S) News (E) News (S)	164,120 139,879 90,431 60,729	ABC ABC ABC ABC	.32 .30f .18f .14f	122 122 12-13 44	<b>HANNIBAL</b> (21,722-138,500) Courier-Post (E)	7,883	ABC	.04f	35
<b>SOUTH ST. PAUL</b> (12,288) Reporter (E)	5,253	ABC	.035	4-114	<b>JEFFERSON CITY</b> (15,843-69,680) Capital News (M & S) Post-Tribune (E)	5,201 6,261	ABC ABC	.04f .06	43 125-127
<b>WINONA</b> (22,972-60,000) Republican-Herald (E)	13,950	ABC	.06f	4-114	<b>JOPLIN</b> (35,882-250,000) Globe & News Herald (M & E) News-Herald & Globe (E & S)	36,643 40,227	ABC ABC	.15f .15f	82 82
<b>MISSISSIPPI</b>					<b>KANSAS CITY</b> (391,000-730,000) Journal-Post (E) Journal-Post (S) Journal-Post (E & S) Star & Times (M & E) Star (S)	132,046 140,311 272,357 539,406 303,967	ABC ABC ABC ABC ABC	.25f .30f .40f .60f .42f	42-95 42-95 42-95 40-150-163 40-150-163
<b>BILOXI-GULFPORT</b> (31,744-40,843) Herald (E)	7,325	ABC	.045	None	<b>MOBERLY</b> (16,650-30,325) Monitor-Index & Democrat (E)	5,111	ABC	.025f	155
<b>COLUMBUS</b> (14,701) Commercial Dispatch (E & S)	5,180	Govt	.04f	None	<b>ST. JOSEPH</b> (78,500-207,786) Gazette & News-Press (M & E) Gazette (S) Gazette (M & S) Gazette & News-Press (E & S)	59,545 26,139 44,908 66,915	ABC ABC ABC ABC	.16f .10f .15f .18f	87 87 87 87
<b>HATTIESBURG</b> (21,232-178,000) American (E)	6,869	Govt	.05	10	* For names and addresses see Pages 268-269. f Indicates flat rate newspaper				
<b>JACKSON</b> (31,000-220,675) Clarion-Ledger (M & S) News (E & S)	12,659 19,728	ABC ABC	.05f .07f	60 10	§ City populations, and trading zone populations wherever the latter are avail- able, follow names of cities.				

More than eighty national  
advertisers know that complete  
and effective coverage of the Mis-  
sissippi Coast cannot be secured  
without the use of

THE  DAILY HERALD

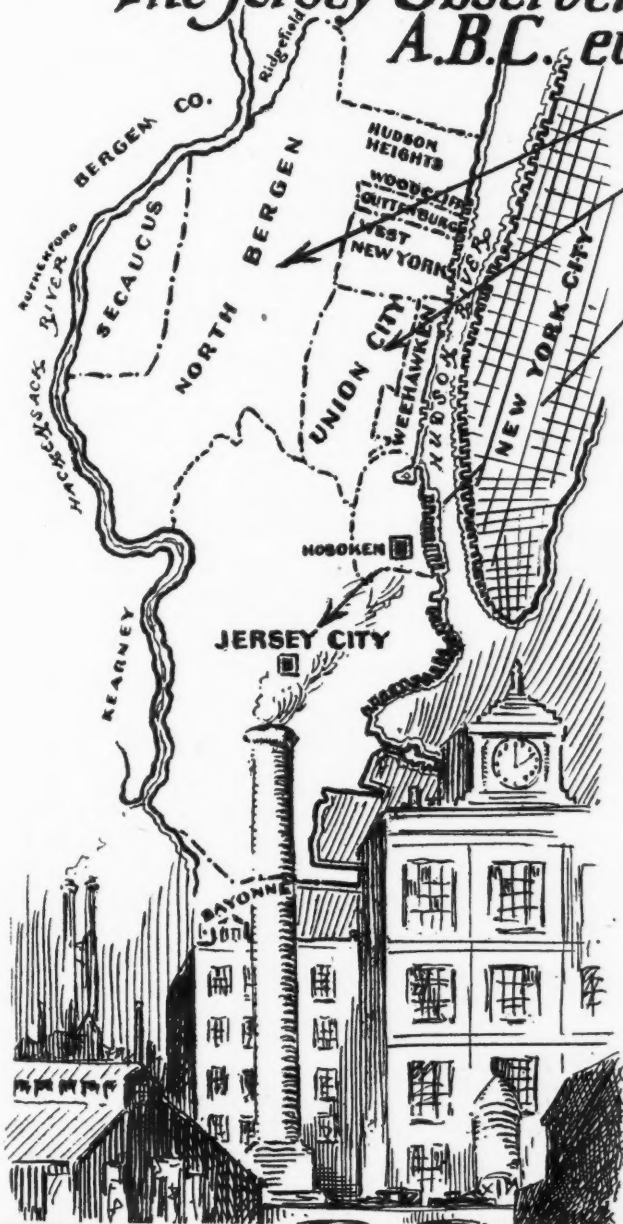
Herald Building  
BILOXI, MISS.

"THERE ARE  
MANY REASONS"

Herald Building  
GULFPORT, MISS.

# Here is where 665,000 New Jerseyites live..

*The Jersey Observer enters 46,500 Homes  
A.B.C. every evening ~*



Hudson County, New Jersey, is one of the nation's major markets.

Hudson County, in population, equals the eleventh city in the country.

No small markets here!

Capability of this great population to absorb vast quantities of merchandise is assured.

The Jersey Observer's trading area covers 3 of the 4 cities, and 5 of the 8 towns in Hudson County.

An urban try-out territory with tremendous dealer outlet in practically every line.

Guaranteed larger circulation daily than that of any other local, or New York evening newspaper sales in Hudson County.

#### Offices

HOBOKEN      JERSEY CITY      UNION CITY

#### National Representatives

GILMAN, NICOLL & RUTHMAN

New York      Boston      Chicago      Detroit      San Francisco

## Jersey Observer

(of Hudson County, N.J.)

Where  $\frac{1}{4}$  of New Jersey's Population Resides



## NEWSPAPER CIRCULATIONS AND RATES (Continued)

State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circu- lation	Origin	Gross Rate Per Line	Representatives by key numbers*	State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circu- lation	Origin	Gross Rate Per Line	Representatives by key numbers*
<b>MISSOURI</b>					<b>NEW JERSEY</b>				
(Continued)					<b>ASBURY PARK (20,667-70,593)</b>				
ST LOUIS (848,100-1,300,000)					Press (E)	11,308	ABC	.07	78
*Globe Democrat (M & S)	278,894	ABC	.43f	13-123-133-141	Shore-Press (S)	6,618	ABC	.07	78
Post-Dispatch (E)	243,276	ABC	.43f	57-72					
Post-Dispatch (S)	349,619	ABC	.50f	109-110	<b>ATLANTIC CITY (54,700-150,000)</b>				
Star (E)	143,590	ABC	.27f	101	Press & Union (M & E)	37,559	ABC	.12f	84
Times (E)	78,644	ABC	.25	10	Press (S)	19,402	ABC	.10f	84
<b>SEDALIA (25,796)</b>					<b>BAYONNE (95,300-125,000)</b>				
Capital & Democrat (M & E)	8,769	Govt	.045f	155	News (E)	12,049	Govt	.045f	43
Capital & Democrat (S) & (S)	8,769	Govt	.045f	155	Times (E)	12,134	ABC	.07	None
<b>SPRINGFIELD (51,700-261,353)</b>					<b>BRIDGETON (18,619)</b>				
Leader & News (M & E)	44,529	ABC	.15f	17	News (E)	7,030	Govt	.05	117
News & Leader (S)	41,590	ABC	.15f	17	<b>BURLINGTON (13,574)</b>				
Press (E)	6,732	Govt	.06f	58-149	Enterprise (E)	5,628	Govt	.03	19
<b>MONTANA</b>					<b>CAMDEN (135,400-565,000)</b>				
<b>BILLINGS (17,617-115,000)</b>					Courier & Post (M & E)	66,633	ABC	.25	149
Gazette (M & E)	10,874	ABC	.06f	127-130	<b>ELIZABETH (120,686-175,000)</b>				
Gazette (S)	10,783	ABC	.065f	127-130	Journal (E)	28,030	ABC	.15	50
<b>BUTTE (43,600-110,000)</b>					Times (E)	9,005	ABC	.05f	47
Montana Free-Press (E)	11,618	Govt	.05f	130	<b>HACKENSACK (24,826-243,732)</b>				
Montana Free-Press (S)	15,994	Govt	.06f	130	Bergen Evening Record (E)	16,634	ABC	.08	125
Montana Standard (M)	17,349	ABC	.08f	130	<b>▲HOBOKEN (68,166-629-124)</b>				
Montana Standard (S)	28,137	ABC	.11f	130	Jersey Observer (E)	46,529	ABC	.15	62
Post (E)	10,860	ABC	.06f	130	<b>JERESY CITY (324,700-629-124)</b>				
Montana Standard & Post (M & E)	28,209	ABC	.11f	130	Jersey Journal (E)	42,701	ABC	.15	149
Montana Standard & Post (M & S)	38,997	ABC	.14f	130	<b>LONG BRANCH (22,985-40,000)</b>				
<b>GREAT FALLS (32,165-96,000)</b>					Record (E)	5,653	Govt	.04	None
Tribune & Leader (M & E)	20,241	ABC	.08f	132	<b>NEWARK (473,600-1,000,000)</b>				
Tribune (S)	17,644	ABC	.08f	132	Call (S)	90,788	ABC	.17	19
<b>HELENA (13,541-20,000)</b>					Ledger (M & S)	56,804	ABC	.15f	62
Independent (M & S)	5,760	Govt	.035f	127-130	News (E)	145,585	ABC	.31	122
Record-Herald (E)	4,447	ABC	.06	103	Star-Eagle (E)	99,866	ABC	.26	14
<b>LEWISTOWN (9,200-40,000)</b>					<b>NEW BRUNSWICK</b>				
Democrat-News (M & S)	6,320	Govt	.04	80	(40,800)				
<b>MISSOULA (17,228-50,000)</b>					Home News (E)	14,254	Govt	.09	36-177
Missoulian & Sentinel (M & E)	7,844	ABC	.06f	127-130	Times (S)	11,721	Govt	.09	36-177
Missoulian (S)	6,636	ABC	.06f	127-130	<b>ORANGE (36,500-200,000)</b>				
<b>NEBRASKA</b>					Courier (E)	9,863	ABC	.10	106
<b>BEATRICE (11,597-35,000)</b>					<b>PASSAIC (71,800-165,832)</b>				
Sun (E & S)	5,502	Govt	.04f	127-130	Herald & News (E & E)	28,614	ABC	.17	106
<b>FREMONT (14,407-41,000)</b>					<b>PATERSON (144,900-259-174)</b>				
Tribune (E)	7,209	ABC	.04f	127-130	Call (M)	21,857	ABC	.15	50
<b>GRAND ISLAND (17,434-55,000)</b>					News (E)	14,759	ABC	.10	149
Independent (E)	9,306	ABC	.05f	127-130	Press-Guardian (E & S)	17,030	ABC	.12	125
<b>HASTINGS (14,559-56,000)</b>					<b>PERTH AMBOY (50,600-92,000)</b>				
Tribune (E)	9,858	ABC	.05f	127	News (E)	12,804	ABC	.08	125
<b>LINCOLN (71,100-350,000)</b>					<b>PLAINFIELD (37,672-54,000)</b>				
Journal (M & E)	42,171	ABC	.10f	17-127	Courier-News (E)	12,427	ABC	.06f	103
Journal (S)	31,936	ABC	.10f	17-127	<b>TRENTON (139,000-175,000)</b>				
Star (E & S)	37,563	ABC	.10f	58-132	State-Gazette & Times (M & E)	60,200	ABC	.17f	84
<b>NORFOLK (12,420-80,000)</b>					Times-Advertiser (S)	32,214	ABC	.14f	84
News (E)	9,635	ABC	.05f	127-130	<b>UNION CITY (64,400-629-124)</b>				
<b>OMAHA (222,800-350,000)</b>					Hudson Dispatch (M)	20,694	ABC	.07f	108-148
Bee & News (M & E)	115,076	ABC	.25f	127-130	<b>WOODBURY (9,669-20,000)</b>				
Bee-News (S)	113,969	ABC	.25f	127-130	Times (E)	5,290	Govt	.03f	None
World-Herald (M & E)	131,716	ABC	.25f	122	<b>NEW MEXICO</b>				
World-Herald (S)	132,709	ABC	.25f	122	<b>ALBUQUERQUE (34,103-110,000)</b>				
<b>NEVADA</b>					Journal (M & E)	20,694	ABC	.07f	10
<b>RENO (17,664-25,000)</b>					Journal (S)	14,081	ABC	.07f	10
Gazette (E)	7,126	ABC	.05f	19-110	Journal (E & S)	21,353	ABC	.09f	10
Nevada State Journal (M)	5,015	ABC	.035	132	New Mexico State Tribune (E)	14,791	ABC	.07f	142
<b>NEW HAMPSHIRE</b>					<b>NEW YORK</b>				
<b>CONCORD (24,938-66,013)</b>					<b>ALBANY (120,400-500,000)</b>				
Monitor & New Hampshire Pa-					Knickerbocker Press (M)	29,172	ABC	.12f	17
triot (E)	6,820	ABC	.06	106	Knickerbocker Press (S)	49,615	ABC	.17f	17
<b>MANCHESTER (85,700-150,000)</b>					News (E)	46,663	ABC	.13f	17
Sun (M)	14,435	PUB	.08	132	Knickerbocker Press & News	75,835	ABC	.20f	17
Union & Leader (M & E)	32,222	ABC	.18	14	(M & E)	35,864	ABC	.14f	16-36
<b>NASHUA (32,636)</b>					Times-Union (E & S)				
Telegraph (E)	7,193	Govt	1.00"	None	<b>AMSTERDAM (36,200-50,000)</b>				
<b>PORTSMOUTH (14,871)</b>					Recorder & Democrat (E)	8,085	ABC	.05f	130
Herald & Times (E)	6,336	Govt	1.00"	None	<b>AUBURN (39,811)</b>				
					Advertiser-Journal & Citizen	10,183	Govt	.075f	80
					(E & E)				

\* For names and addresses see Pages 268-269. f Indicates flat rate newspaper.  
 § City populations, and trading zone populations wherever the latter are avail-  
 able, follow names of cities.

§ See Adv. on Page 12.  
 \* See Front Cover.  
 ▲ See Adv. on Page 245.

## FIRST NEWSPAPER *in the* FIRST MARKET *of the* WORLD

**T**HE FIVE BOROUGHs of Metropolitan New York and the outlying suburban communities of New Jersey, Long Island, Westchester and Connecticut constitute the richest and most responsive buying area in the world. Approximately 9% of the population, 16% of the total income and 11% of the total wealth of the nation is concentrated in this district.

In the New York market The New York Times has its greatest concentration, leading all other New York newspapers in volume of high quality circulation.

The average net paid sale of The New York Times weekday edition exceeds 425,000 copies, 80% of which is circulated within the New York market—the Sunday sale averages more than 725,000 copies—of which 60% is in the New York market.

Year after year The New York Times maintains its leadership in volume and character of advertising. In seven months of this year The Times published 18,638,587 agate lines of advertising, 6,529,347 lines more than any other New York newspaper—and a gain of 1,437,277 lines over the corresponding period of a year ago. In 1928 The Times published a record figure of 30,736,530 agate lines of advertising, 11,002,817 agate lines more than any other New York newspaper, and a greater volume than any newspaper in the world.

But The New York Times takes greater pride in the character of this advertising than in its largest-in-the-world volume. Its censorship, excluding false, fraudulent or misleading announcements, has created a confidence in The Times advertising columns never before equalled by any newspaper.

# The New York Times

## NEWSPAPER CIRCULATIONS AND RATES (Continued)

State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circulation	Origin	Gross Rate Per Line	Representatives by key numbers*	State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circulation	Origin	Gross Rate Per Line	Representatives by key numbers*
<b>NEW YORK</b> (Continued)					<b>NEW YORK</b> (Continued)				
<b>BATAVIA</b> (16,926-50,000) News (E)	9,770	ABC	.04f	None	<b>NEW YORK</b> (6,017,500-9,500,000) American (M)	200,919	ABC	.50f	14
<b>BEACON</b> (11,621-20,000) News	(See Newburgh. Sold only with Newburgh News.)			in combination	American (S)	1,121,539	ABC	1.50f	14
<b>BINGHAMTON</b> (74,800-150,000) Press (E)	37,266	ABC	.12f	20	Graphic (E)	351,389	ABC	.05	143
Sun (M)	29,623	Govt	.07f	10	Herald-Tribune (M)	327,238	ABC	.75	84-152
<b>BROOKLYN</b> (2,308,500-2,812,000)					Herald-Tribune (S)	440,142	ABC	.80	156-168
Citizen (E & S)	43,156	Govt	.15	80	Journal (E)	634,483	ABC	1.25f	16-36
Eagle (E & S)	84,248	ABC	.25f	103	Mirror (M)	453,819	ABC	.70f	43
Standard-Union (E)	55,916	ABC	.23	14	News (M)	1,273,946	ABC	1.65	56-111
Times (E & S)	106,785	ABC	.25f	42-95	News (S)	1,588,572	ABC	1.80	56-111
<b>BUFFALO</b> (555,800-825,000)					Post (E)	105,580	ABC	.45f	123-37
Courier-Express (M)	121,201	ABC	.25f	42-95	Sun (E)	307,707	ABC	.70	30-91-175
Courier-Express (S)	196,232	ABC	.30f	42-95	Telegram (E)	205,400	ABC	.45f	142
News (E)	160,267	ABC	.30f	84	Times (M)	437,367	ABC	.90	13-62-123
Times (E & S)	115,062	ABC	.24f	142	Times (S)	752,689	ABC	1.15	13-62-123
<b>COHOES</b> (25,242-62,000) American (E)	10,861	Govt	.10	106	World (M)	351,862	ABC	.65	42
<b>CORNING</b> (15,722-46,000) Leader (E)	9,393	ABC	.06	78	World (S)	576,660	ABC	.75	42
<b>CORTLAND</b> (16,618-35,000) Standard (E)	5,863	Govt	.04f	19	World (E)	304,242	ABC	.65	42
<b>ELMIRA</b> (50,000-300,000) Star-Gazette & Advertiser (M & E)	34,276	ABC	.11f	103	<b>BRONX</b> (951,900) Home News (E & S)	98,055	ABC	.30f	79
Telegram (S)	26,019	Govt	.08f	103	<b>NIAGARA FALLS</b> (68,300-115,000) Gazette (E)	23,299	ABC	.09	84
<b>FLUSHING</b> (60,000) Journal (E)	10,270	ABC	.05f	43	<b>NORTH TONAWANDA</b> (18,571-60,000) News (E)	5,346	ABC	.103f	160
<b>FREERPORT</b> (16,338-60,414) Nassau Review (E)	14,687	ABC	.07f	130	<b>OGDENSBURG</b> (17,531-35,000) Republican-Journal (M)	6,294	ABC	.05f	103
<b>GENEVA</b> (15,908-45,000) Times (E)	5,910	ABC	.07-1/7	83-114	<b>OLEAN</b> (25,017-100,000) Herald (E)	5,370	ABC	.04f	103
<b>GLENS FALLS</b> (20,797-70,802) Post-Star & Times (M & E)	15,907	ABC	.07f	84	Times (E)	9,021	ABC	.05f	43
<b>GLOVERSVILLE</b> (23,911-50,000) & <b>JOHNSTOWN</b> (12,272) Herald (M)	5,451	ABC	.035f	108	<b>ONEONTA</b> (13,898-47,404) Star (M)	8,147	Govt	.06	68
Leader-Republican (E)	7,928	ABC	.04f	108-148	<b>OSWEGO</b> (30,000-75,000) Palladium-Times (E)	10,616	Govt	.05f	80
<b>HORNELL</b> (16,527) Tribune-Times (E)	7,938	ABC	.05	80	<b>PLATTSBURG</b> (12,000) News (M)	6,129	Govt	.56f	None
<b>ITHACA</b> (19,838-35,000) Journal-News (E)	8,031	ABC	.05f	103	Republican (M)	6,131	Govt	.56f	29
<b>JAMAICA</b> (250,000) The Long Island Press (E)	28,115	ABC	.12f	43	<b>PORT CHESTER</b> (20,716-42,000) Item (E)	6,421	ABC	.07	80
Queens County Evening News (E)	11,682	Govt	.06	130	<b>POUGHKEEPSIE</b> (39,100-120,000) Eagle News (M)	7,044	Govt	.05	129
<b>JAMESTOWN</b> (46,000-100,000) Journal (E)	10,394	ABC	.06	106	Star-Enterprise (E)	14,348	ABC	.10	80
Post (M)	12,319	ABC	.06	14	Sunday Courier (S)	13,523	Govt	.08	68
<b>JOHNSTOWN</b> (See Gloversville)					<b>ROCHESTER</b> (328,200-600,000) Democrat & Chronicle (M)	81,726	ABC	.25	103
<b>KINGSTON</b> (30,691-74,979) Freeman (E)	8,408	ABC	.04f	80	Democrat & Chronicle (S)	92,115	ABC	.35	103
<b>LOCKPORT</b> (21,676-45,000) Union-Sun & Journal (E)	8,440	ABC	.04	78	Journal (E)	53,567	ABC	.16	16-36
<b>LONG ISLAND CITY</b> (100,000-300,000) Star (E)	30,017	ABC	.20	88	American (S)	68,325	ABC	.20f	16-36
<b>MIDDLETOWN</b> (22,014-65,000) Times-Herald (E)	9,063	ABC	.05f	130	Times-Union (E)	78,991	ABC	.25	103
<b>MOUNT VERNON</b> (54,700-80,000) Argus (E)	10,321	ABC	.08	68	<b>ROME</b> (33,453-50,000) Sentinel (E)	9,166	Govt	.07	130
<b>NEWBURGH</b> (30,400-80,000) Beacon (11,621-20,000) News & Beacon News (E & E)	16,019	ABC	.09f	103	<b>SARATOGA SPRINGS</b> (15,378-53,000) Saratogian (E)	9,212	ABC	.06	78
<b>NEW ROCHELLE</b> (48,800-60,000) Standard-Star (E)	8,738	ABC	.08	80	<b>SCHENECTADY</b> (93,300-100,000) Gazette (M)	23,621	ABC	.07f	132
					Union-Star (E)	17,805	ABC	.06f	50
					<b>STATEN ISLAND</b> (Richmond Borough) (150,700-150,700) Advance (E)	21,526	ABC	.07f	None
					<b>SYRACUSE</b> (199,300-450,000) Herald (E)	51,839	ABC	.18f	122
					Herald (S)	77,858	ABC	.20f	122
					Journal (E)	67,241	ABC	.20f	16-36
					American (S)	99,631	ABC	.20f	16-36
					Post-Standard (M)	59,285	ABC	.24	14
					Post-Standard (S)	57,698	ABC	.24	14
					<b>TROY</b> (72,300-130,000) Record (M & E)	24,440	ABC	.07f	50
					Observer & Budget (S)	16,552	Govt	.05f	29
					Times (E)	18,483	Govt	.05f	165
					<b>UTICA</b> (104,200-300,000) Observer-Dispatch (E)	36,102	ABC	.09f	103
					Observer-Dispatch (S)	24,978	ABC	.065f	103
					Press (M)	25,384	ABC	.09	156
					<b>WATERTOWN</b> (36,196-100,000) Standard (E)	17,463	ABC	.07f	84
					Times (E)	18,066	ABC	.08f	156

\* For names and addresses see Pages 268-269. f Indicates flat rate newspaper.

† Part of Greater New York City

‡ City populations, and trading zone populations wherever the latter are available, follow names of cities.

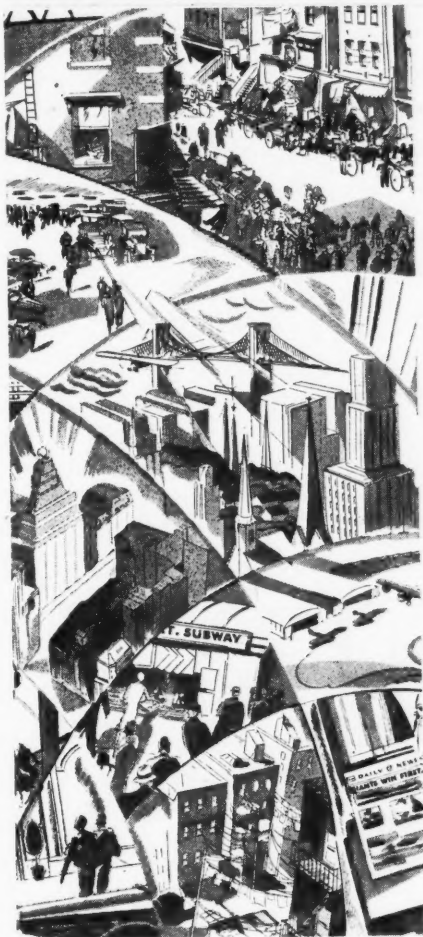
\* See Adv. on Page 250.

† See Adv. on Page 251.

‡ See Adv. on Page 247.

§ See Adv. on Page 252.





**N**EW YORK...six million people crowded closer together than anywhere else in the Occidental world...City composed of cities, fusion of a thousand communities, overlapped assimilation of a hundred villages...Self-sufficient, independent, socially insular. Manhattanites are born and die without ever seeing Brooklyn, and Brooklyn wots not of the Bronx. Two hundred year old settlements slumber on the shores of Staten Island, while Queens is speckled with a rash of two year old communities...Travel is radial, in and out of Manhattan... Even the suburbs are separate. Westchester knows Jersey as little as it does Cleveland, and Long Island lies aloof between them.

The gulfs are greater than miles of water. A dozen races and a gross of nations have fed the melting-pot, and the broth is still lumpy. Three score of parental tongues still leave a breath of Babel. Creeds are complicate, with high-caste Hindu, Greek Catholic, Christian Science and Connecticut Congregational

# A M A L G A M !

churches within the same square mile. Commerce makes its own camaraderie, with businesses brooding together and industries incubating in close communities. Shopping centers are spread about without rhyme but with reason. Personal incomes run from the insignificant to the incalculable. Near-want is a neighbor to wanton luxury. Every conceivable difference in man, mind and material welfare comes together in this stupendous six-ring star-spangled circus of a city!

Rightly enough, then, to the advertiser New York has always been a complex and multiple market. No single distributor satisfies it, no one jobber serves it. The limited agencies and limited efforts effective elsewhere hardly skim the surface. There was not even a dominant or majority advertising medium—until recently. There is now!

**T**ODAY New York has a powerful agent to bind its mass. A single medium has made an amalgam of its millions—The News.

Ten years ago The News did not exist. Today it is the most widely bought and read newspaper in this country, the only newspaper in New York big enough to really cover New York. Reaching seven in ten New York City families, it is the city's greatest community interest. From the Battery to Baychester in the Bronx, from Jamaica to Jersey City, it reaches a majority of families in all but a very few neighborhoods. And with the largest New York suburban circulation, it goes to one in five families in the suburbs.

Its circulation takes cognizance of no classifications, recognizes no restrictions. In intelligence it ranges from the hardly literate to the Litt. D., the simple to the sophisticate.

It observes no social standards, and is found on park benches as well as on Park Avenue. It has no age factor, and draws from the high school and old people's home. It

knows no politics and appeals to all parties as the most democratic institution in New York. It breaks income barriers; and more copies go into the over-\$5,000 districts than any other New York newspaper. It is read by the milkman and the magnate, the shopgirl and her most extravagant customer, the business head and the office boy, the president's wife and the hall porter. It is read by more men than any other New York newspaper—and by more women! News circulation is New York!

Its sesame is interest, brevity, and convenience. It is small in size, with condensed text; small in page, easy to handle, to see and to read. It gives all the news that most of the people want to know, is intelligently illustrated with newspictures, and entertaining with proven features. And to advertising it gives visibility, bringing the advertising message to the eyes and minds of millions, saving it from the waste spaces of unseen pages.

**N**ATURALLY, The News has been a very successful advertising medium. Last year it carried more than 10,000,000 lines of advertising, at the highest newspaper rate in America, a volume of more than ten million dollars. But on a milline basis—and on a result basis—it is the cheapest medium in New York. It makes advertising resultful because it gives it a chance to get results!

The pioneering period of The News is past. It paid its pioneer advertisers. Today the most conservative advertiser may use it without question—because the most alert advertisers are! Success is the best answer to skepticism! If you have a selling problem in New York, The News may have a saving solution. Investigate!

**THE  NEWS**  
NEW YORK'S PICTURE NEWSPAPER  
25 PARK PLACE, NEW YORK

- significant figures
- indicating a trend

# 754,016

## LINES GAINED

*Measured by Media Records*

January 1, 1929      June 30, 1929

This gain is more significant because it includes increases in local display, national display, automotive, financial and classified-legal.

Gains are merely the collective opinion of advertisers who have analyzed the market and its media for profitable selling.

BUFFALO  
**Courier**  **EXPRESS**  
Morning and Sunday

*Represented Nationally by*

**Lorenzen & Thompson, Inc.**

New York

Chicago

San Francisco

Los Angeles

Atlanta

# 280,000 FAMILIES

*in This Area Have an  
Effective Annual Income of  
Over One Billion Dollars!*

(SYRACUSE AND CENTRAL NEW YORK STATE)

In the counties served by THE DAILY AND SUNDAY POST-STANDARD live over one million people. This rich market is blanketed thoroughly by THE POST-STANDARD alone 365 days in the year! *Twelve* daily afternoon newspapers divide with each other the reading audience of this same area!

For concentrated sales effort put your message in the one newspaper that reaches and influences *all* this billion-dollar market!



POST-STANDARD circulation figures represent more than mere "coverage"... they represent contact with families of definite purchasing power in a most desirable market.

DAILY NET PAID  
**over 60,000**

SUNDAY NET PAID  
**over 67,000**

Write for a copy of The Standard ANPA Survey of this market, prepared by this newspaper. . . . It will give you many interesting facts about sales possibilities.

## THE POST-STANDARD

SYRACUSE, N. Y.

Represented by PAUL BLOCK, INC.

"In Its  
100th  
Year"

New York

Chicago

Boston

Philadelphia

Detroit

San Francisco

"Serves  
Central  
New York"



# Where Will You Try It ?

A new advertising plan like a new automobile has to be tried out *some-where*. Why not in a good-sized city not near enough to be affected by metropolitan shopping habits, but a place easily watched and checked for results?

Utica gets a lot of try-out advertising. Maybe because it's a 100,000 city in "The Heart of the Empire State." Maybe because it has a fearless, homegoing newspaper.

## Observer-Dispatch

UTICA, N. Y.

*The Gannett Newspapers:*

Albany Knickerbocker-Press  
Albany News  
Beacon News  
Brooklyn Daily Eagle  
Elmira Advertiser  
Elmira Star-Gazette  
Elmira Telegram  
Hartford Times  
Ithaca Journal-News  
Malone Telegram  
Newburgh News  
Ogdensburg Republican-Journal  
Olean Herald  
Plainfield (N. J.) Courier-News  
Rochester Democrat & Chronicle  
Rochester Times-Union  
Utica Observer-Dispatch

## NEWSPAPER CIRCULATIONS AND RATES (Continued)

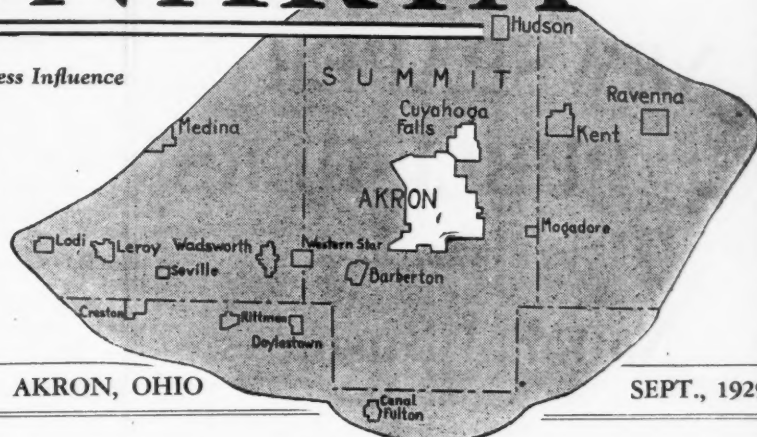
State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circulation	Origin	Gross Rate Per Line	Representatives by key numbers*
<b>NEW YORK</b> (Continued)				
<b>WHITE PLAINS</b> (29,443-75,000) Reporter (E)	8,549	ABC	.04	43
<b>YONKERS</b> (121,300-119,497) Herald (E) Statesman (E)	14,644 14,229	ABC ABC	.08 .08	43 80
<b>NORTH CAROLINA</b>				
<b>ASHEVILLE</b> (50,452-255,363) Citizen (M & S) Times (E & S)	18,735 17,312	ABC ABC	.075f .07f	82 17
<b>CHARLOTTE</b> (82,100-650,000) News (E & S) Observer (M) Observer (S)	23,290 46,380 48,015	ABC ABC ABC	.08f .14 .15	19 70-149 70-149
<b>DURHAM</b> (47,600-130,000) Herald (M & S) Sun (E & S)	14,437 6,659	ABC Govt	.08f .04f	82 19
<b>GASTONIA</b> (21,881-60,000) Gazette (E)	6,774	Govt	.04f	60
<b>GREENSBORO</b> (51,900-275,000) News (M & S)	37,664	ABC	.12	35
<b>HIGH POINT</b> (32,171-50,000) Enterprise (E & S)	7,428	Govt	.04f	60
<b>RALEIGH</b> (40,697-300,000) News & Observer (M & S) Times (E)	40,994 15,657	ABC ABC	.09f .08	17 19
<b>ROCKY MOUNT</b> (20,387-225,000) Telegram (E)	5,526	Govt	.49*f	60
<b>SALISBURY</b> (20,271-144,000) Post (E & S)	8,802	ABC	.05f	19
<b>WILMINGTON</b> (39,100-155,000) News Dispatch (E & S) Star (M & S)	5,356 8,246	Govt ABC	.04 .05f	60 19
<b>WINSTON-SALEM</b> (80,000-200,000) Journal & Twin City Sentinel (M & E) Journal-Sentinel (S)	34,241 15,750	ABC ABC	.12f .66f	84 84
<b>NORTH DAKOTA</b>				
<b>BISMARCK</b> (11,039-100,000) Tribune (E)	5,521	ABC	.04f	125-127
<b>FARGO</b> (30,745-132,000) Forum (M & E) Forum (S)	28,243 20,606	ABC ABC	.10f .08f	84 84
<b>GRAND FORKS</b> (19,271-160,848) Herald (M & E) Herald (S & E)	19,160 21,086	ABC ABC	.08f .08f	127-130 127-130
<b>MINOT</b> (17,809-125,000) News & Optic-Reporter (E)	9,213	ABC	.04	84
<b>OHIO</b>				
<b>AKRON</b> (237,616-280,000) *Beacon-Journal (E) ▲Times-Press (E & S)	65,598 53,487	ABC ABC	.14f .13f	149 142
<b>ALLIANCE</b> (27,496-60,000) Review (E)	10,869	ABC	.04f	160
<b>ASHLAND</b> (12,024-24,627) Times-Gazette (E)	6,005	ABC	.025f	160
<b>ASHTABULA</b> (27,602-70,000) Star & Beacon (E)	10,252	ABC	.045f	160
<b>ATHENS</b> (8,985-60,000) Messenger (E & S)	10,527	ABC	.04f	160
<b>BELLAIRE</b> (18,826-95,000) Leader (E)	7,018	Govt	.04	4-114
<b>BELLEFONTAINE</b> (10,270-30,000) Examiner (E)	5,539	ABC	.35*f	160
<b>BUCYRUS</b> (12,162-50,000) Telegram-Forum (E)	5,695	Govt	.03f	160
<b>CAMBRIDGE</b> (17,035-72,970) Jeffersonian (E)	11,933	ABC	.045f	160

\* For names and addresses see Pages 268-269. f Indicates flat rate newspaper.  
§ City populations, and trading zone populations wherever the latter are available, follow names of cities. \*See Adv. on Page 229.  
▲ See Adv. on Page 253.

# AKRONARIA

The Area of Akron's Business Influence

BEING a compendium of useful information about Akron and Akronaria, published for national and local advertisers by the Times-Press, of Akron, Ohio.



THE TIMES-PRESS

AKRON, OHIO

SEPT., 1929

## WRITE US

THE Akron Market—more widely known as the "Akronaria"—is one of the richest and largest markets in the United States. Because of its proximity to Cleveland, its size and tremendous profit possibilities are sometimes overlooked—but it is not a part of the Cleveland Market, its people do not read advertising in Cleveland newspapers, nor buy merchandise in Cleveland stores.

Here in this limited space is printed a brief summary of the factors which make the Akronaria a great market. We hope that this information will induce you to write us for more specific details. Our National Advertising Department is well informed on all local merchandising and distribution trends. It will be glad to help you.

## PROGRESS!

THE eyes of business America are today turned on Akron—for this area is riding the crest of an industrial wave of prosperity which shows no sign of recession.

Every major company is expected to show an increase in dollars and cents this year against last year. More tires are being made than ever before, and more automobiles are being manufactured to use them.

Contracts have been let, and in most instances ground has been broken for more than thirty-five million dollars of construction work to be completed in Akron by the spring of 1930.

Reliable authorities predict more than 1,000,000 population in the city of Akron by 1940.

The Akron Times-Press is leading the way to this universal prosperity. Marking up, month after month, sensational gains in advertising lineage, this newspaper continues to entrench itself deeper and deeper into the consciousness of the community.

In the first six months of 1929 the daily net paid lineage volume of the Times-Press bettered the figures for the same period of 1928 by 1,050,035 lines.

Merchants and manufacturers, local and national advertisers, have learned of its tremendous advertising productivity.

Readers have accepted it into their homes, their habits, their hearts.

It is THE newspaper of The Akronaria. To help you sell your product here, The Times-Press offers you the ultimate opportunity for . . . SALES!

## AKRON SUMMARY

Airport, Area	700 acres
Airports, Number of	2
Altitude	837 ft.
Area	39.64 sq. mi.
Bank Clearings—Year ending Dec. 31, 1928	\$367,108,000
Bank Deposits, Nov. 1, 1928	\$99,048,525
Bank Debits, Oct. 17, 1928	\$1,273,000,000
Banks, Ten Leading, Loans	\$69,457,225
Banks, Ten Leading, Deposits	\$89,586,310
Banks, Ten leading, Cash in Reserve	\$9,584,203
Banks, Ten Leading, Resources	\$104,364,808
Building Permits, 1928, Valuation	\$19,652,285
Building Permits, 1928	4,764
Buses	175
Electric Current	Alternating
Electric Connections City	53,553
Electric Connections (Market)	79,798
Electric Consumption (Residential) (k. w. h.)	38,586,581
Electric Consumption (Commercial) (k. w. h.)	198,351,561
Families	50,382
Freight, Tons, In and Out, 1927	6,576,049
Gas (Natural) Meters	50,000
Income Tax Returns, Number of, 1925	13,885

Manufacturing Establishments	198
Motor Cars	61,154
Motor Trucks	5,573
Population (City)	237,616
Population (City), Male	136,133
Population (City), Female	101,483
Population (City), Over 21	156,983
Population (City), Over 10	196,007
Population (Market)	350,000
Post Office Receipts, Gross Year 1928	\$1,935,034
Railroads, Number of	5
Rainfall—Aver. No. of days	135
Rainfall—Aver. No. of inch.	36.4
Savings & Loan Assets, Nov. 1, 1928	\$27,840,000
Sewer System, Value	\$23,506,000
Sewer, Miles	476
Streets, Paved, Miles	248
Telephones, No. of	36,650
Temperature, Mean Jan. 27; July, 72.4	
Taxis	76
Value of Products, 1928	\$610,092,000
Wages	108,555,000
Wage Earners	123,238
Water Meters, Jan. 1, 1929	47,894
Water System, Value	\$13,354,000
Wired Houses, No. of	55,553

Akron is not in the Cleveland Market—It stands Alone!

# AKRON TIMES- PRESS

Akron's Best  
daily and only  
Sunday paper



SCRIPPS-HOWARD

Represented by the National Advertising Department, Scripps-Howard Newspapers, 230 Park Ave., New York; 400 N. Michigan Blvd., Chicago; Detroit, San Francisco, Los Angeles, Dallas, Atlanta, Philadelphia

# To NEWSPAPER PUBLISHERS

Who Want More

## National Business

In 1928 advertisers in ten classifications spent 81.2 per cent of all money spent in national newspaper advertising. Most of this money was invested by executive subscribers to SALES MANAGEMENT.

Advertisers—	Number of Advertisers	1928 Total Spent in Newspapers	Total Spent by Sales Management Subscribers
Automobiles and Trucks..	33	\$49,785,000	\$48,235,000
Foods .....	74	18,325,000	15,365,000
Tobacco .....	17	16,345,000	14,585,000
Toilet Goods..	33	11,990,000	10,115,000
Radio and Phonographs.	17	8,875,000	7,475,000
Electric Appliances .....	16	7,685,000	7,205,000
Soaps and Cleaners .....	14	6,240,000	5,945,000
Gasoline and Motor Oils ..	17	6,050,000	5,085,000
Druggists Sundries .....	21	5,205,000	3,920,000
Tires .....	10	4,245,000	3,910,000

Counting agency coverage as well as executive subscriptions in home offices of advertisers, SALES MANAGEMENT controlled the expenditure of 98.9 per cent of all money invested by the ten largest classes of advertisers.

## NEWSPAPER CIRCULATIONS AND RATES (Continued)

State, City and Newspaper § With Populations of Cities and Trading Zones	Total Circulation	Origin	Gross Rate Per Line	Representatives by key numbers*
<b>OHIO</b> (Continued)				
<b>CANTON</b> (116,800-200,000)				
News (E & S)	22,240	ABC	.08f	87
Repository (E & S)	43,112	ABC	.10f	149
<b>CHILLICOTHE</b> (18,997-65,000)				
Scioto Gazette (E)	6,722	Govt	.35*f	160
<b>CINCINNATI</b> (413,700-888,000)				
Commercial Tribune (M)	68,952	Govt	.20	35
Commercial Tribune (S)	68,952	Govt	.25	35
Enquirer (M)	73,519	ABC	.30	14
Enquirer (S)	184,000	ABC	.45	14
Post (E)	197,151	ABC	.32f	142
Times-Star (E)	161,603	ABC	.32	105-124
<b>CLEVELAND</b> (1,010,300-1,525,000)				
News (E & S)	162,813	ABC	.38f	52-101, 149
Plain Dealer (M)	209,777	ABC	.42f	13-167-168
Plain Dealer (S)	296,884	ABC	.52f	13-167-168
Press (E)	210,270	ABC	.42f	142
<b>COLUMBUS</b> (299,000-641,694)				
Citizen (E)	86,809	ABC	.20f	142
Dispatch (E & S)	119,430	Govt	.28	122
Ohio State Journal (M & S)	51,964	Govt	.17	149
<b>COSHOCTON</b> (11,932-30,000)				
Tribune (E & S)	6,720	ABC	.03f	160
<b>DAYTON</b> (184,500-500,000)				
Herald (E)	48,203	ABC	.10f	149
Journal (M)	27,369	ABC	.08f	149
Herald & Journal (M & E)	75,572	ABC	.14f	149
Journal (S)	50,844	ABC	.10f	149
Herald & Journal (E & S)	99,047	ABC	.14f	149
News (E)	58,175	ABC	.12f	87
News (S)	51,006	ABC	.10f	87
<b>DOVER</b> (10,126-50,000)				
Reporter (E)	7,225	Govt	.03f	132
<b>EAST LIVERPOOL</b> (26,763-55,000)				
Review (E)	12,028	ABC	.045f	160
<b>ELYRIA</b> (26,616-100,000)				
Chronicle-Telegram (E)	9,783	ABC	.045f	160
<b>FINDLAY</b> (21,106-55,677)				
Courier & Republican (M & E)	11,956	ABC	.05f	160
<b>GREENVILLE</b> (7,992-52,000)				
Advocate (E)	5,730	Govt	.35*f	160
<b>HAMILTON</b> (44,200-87,025)				
Journal (E)	11,942	ABC	.045f	160
News (E)	10,144	ABC	.045f	19
<b>IRONTON</b> (14,492-50,000)				
Tribune (E & S)	6,077	ABC	.04f	160
<b>LANCASTER</b> (20,588-40,000)				
Gazette (E)	5,996	Govt	.03f	129
<b>LIMA</b> (49,700-150,000)				
News (E & S)	18,995	ABC	.10	31
Star & Republican-Gazette (M & S)	13,247	ABC	.05f	125
<b>LORAIN</b> (44,900)				
Journal (E)	11,758	ABC	.04	129
Times-Herald (E)	11,576	ABC	.03f	160
<b>MANSFIELD</b> (40,066-60,000)				
News (E)	15,565	ABC	.055f	160
<b>MARIETTA</b> (18,168-41,000)				
Times (E)	8,290	ABC	.04f	160
Times (S)	3,582	Govt	.025f	160
<b>MARION</b> (35,422-150,000)				
Star (E)	14,768	ABC	.05f	160
<b>MARTINS FERRY</b> (14,892-100,000)				
Times (E)	9,627	ABC	.04f	160
<b>MASSILLON</b> (31,378-45,000)				
Independent (E)	9,488	ABC	.05f	82
<b>MIDDLETOWN</b> (33,975-40,000)				
Journal (E)	6,549	ABC	.035f	160
News-Signal (M) }	5,931	ABC	.03f	4-114
News-Journal (S) }	7,367	ABC	.035f	4-114
<b>NEWARK</b> (32,062-60,000)				
Advocate & American Tribune (E)	15,204	ABC	.06f	160

\* For names and addresses see Pages 268-269. f Indicates flat rate newspaper.  
§ City populations, and trading zone populations wherever the latter are available, follow names of cities. ¶ See Adv. on Page 4. ▼ See Adv. on Page 129.



# CIRCULATION GAINS

7,309 Daily

21,491 Sunday

over same period last year

---

National Lineage Records show a gain every month, over the corresponding month last year. No buried ads. Open-pyramid make-up gives you almost certainty of "next to reading matter" position in our columns.

---

## The Ohio State Journal

*Established 1811*

COLUMBUS, OHIO

STORY, BROOKS & FINDLEY

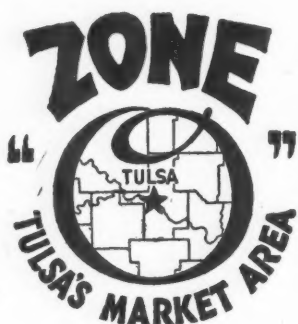
GRAVURE SERVICE CORP.

### *Representatives*

New York—New York Central Bldg.  
Chicago—75 E. Wacker Drive  
Philadelphia—Fidelity Phila. Trust Bldg.

New York—Graybar Building  
Chicago—Wrigley Bldg.

# In Oklahoma Your First Market Is—



- 50 Air-Line Mile Radius
- 500,000 Inhabitants
- One in Every Two Persons  
Reads The Tulsa Tribune
- Richest Highly Concentrated  
Territory in Central West
- That is ZONE "O"

and

- The Pivot City is Tulsa—Oil  
Capital of the World
- Annual Retail Business  
Totals \$115,000,000.00
- Leads in Tenth Federal  
Reserve District
- The Home of the Dominant  
Advertising Medium Cover-  
ing ZONE "O"
- It's

## The Tulsa Tribune

*Tulsa's Leading Newspaper*

EVENING

SUNDAY

Small, Spencer & Levings,  
Inc.  
New York Chicago Boston

Payne-Hall, Inc.  
Los Angeles San Francisco  
Seattle

## NEWSPAPER CIRCULATIONS AND RATES (Continued)

State, City and Newspaper § With Populations of Cities and Trading Zones	Total Circu- lation	Origin	Gross Rate Per Line	Representatives by key numbers*
<b>OHIO</b> (Continued)				
<b>NEW PHILADELPHIA</b> (12,862-40,000)				
Times (E)	9,855	Govt	.035f	160
<b>PAINESVILLE</b> (8,484-35,000)				
Telegraph (E)	5,384	ABC	.03f	160
<b>PIQUA</b> (15,979-48,000)				
Call (E)	6,033	Govt	.025f	160
<b>PORTSMOUTH</b> (41,200-80,000)				
Times & Sun (M & E)	22,582	ABC	.08f	160
Times & Sun (S)	16,000	ABC	.06f	160
Times & Sun (M, E & S)	38,852	ABC	.13f	160
<b>SANDUSKY</b> (27,934-50,000)				
Register (M & S)	10,052	ABC	.04f	160
Star-Journal (E)	9,963	ABC	.04f	149
<b>SPRINGFIELD</b> (73,000-140,000)				
News & Sun (M & E)	34,270	ABC	.10f	87
News-Sun (S)	23,842	ABC	.10f	87
<b>STEUBENVILLE</b> (38,310-150,000)				
Herald-Star (E)	21,700	ABC	.07f	160
<b>TOLEDO</b> (313,200-717,418)				
Blade (E)	134,018	ABC	.35	14
News-Bee (E)	89,518	ABC	.24f	142
Times (M)	35,229	Govt	.09	149
Times (S)	59,022	Govt	.17	149
<b>WARREN</b> (43,281-85,000)				
Tribune Chronicle (E)	13,491	ABC	.05f	None
<b>WOOSTER</b> (10,255-40,000)				
Record (E)	8,809	ABC	.035f	None
<b>XENIA</b> (12,147-32,000)				
Gazette (E)	5,295	ABC	.03f	None
<b>YOUNGSTOWN</b> (174,200-300,000)				
Telegram (E)	36,042	ABC	.11f	142
Vindicator (E & S)	36,480	ABC	.11f	84
<b>ZANESVILLE</b> (38,439-130,000)				
Times-Record & Signal (M&E)	29,754	ABC	.08f	None
Times-Signal (S)	10,159	Govt	.035f	160
Times-Record & Signal and Times-Signal (M & E and S)	39,913	Govt ABC	.11f	160
<b>OKLAHOMA</b>				
<b>ARDMORE</b> (19,853-70,000)				
Ardmore (E & S)	7,126	ABC	.055f	82
<b>BLACKWELL</b> (16,500-100,000)				
Tribune & News (M & E)	14,058	ABC	.08f	82
Tribune (S)	9,156	ABC	.08f	82
<b>ENID</b> (31,494-65,000)				
Eagle & News (M & E)	14,060	ABC	.08f	48-161
News (S)	10,991	ABC	.08f	48-161
<b>GUTHRIE</b> (17,636-55,000)				
Leader (E & S)	7,428	Govt	.05f	59-121
<b>MIAMI</b> (12,923-55,000)				
News-Record (E & S)	6,965	ABC	.04f	160
<b>MUSKOGEE</b> (33,200-150,000)				
Phoenix & Times - Democrat (M & E)	20,710	ABC	.10f	17
Phoenix & Times - Democrat (E & S)	21,734	ABC	.10f	17
<b>OKLAHOMA CITY</b> (155,198-728-624)				
Oklahoma News (E)	55,450	ABC	.12f	142
Oklahoma & Times (M & E)	166,139	ABC	.40f	82
Oklahoman (S)	101,876	ABC	.35	82
Oklahoman & Times (E & S)	183,235	ABC	.45f	82
<b>OKMULGEE</b> (31,374-65,000)				
Democrat & Times (M & E)	11,411	ABC	.07f	82
Times-Democrat (S)	9,849	ABC	.07f	82
<b>PONCA CITY</b> (19,742-110,000)				
News (E & S)	7,522	Govt	.045f	59
<b>SHAWNEE</b> (27,626-62,000)				
News (M & S)	10,194	Govt	.05f	59
<b>TULSA</b> (170,500-325,000)				
Tribune (E & S)	58,682	ABC	.14f	125-127
World (M)	71,533	ABC	.17f	19-44
World (S)	74,617	ABC	.18f	58-137

\* For names and addresses see Pages 268-269. f Indicates flat rate newspaper.  
§ City populations, and trading zone populations wherever the latter are avail-  
able, follow names of cities.

## NEWSPAPER CIRCULATIONS AND RATES (Continued)

State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circu- lation	Origin	Gross Rate Per Line	Representatives by key numbers*	State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circu- lation	Origin	Gross Rate Per Line	Representatives by key numbers*
<b>OREGON</b>					<b>PENNSYLVANIA</b> (Continued)				
EUGENE (22,245-42,000) Register (M & S)	7,746	ABC	.04f	108-110-148	INDIANA (7,043-50,000) Gazette (E)	7,175	Govt	.045f	86
PORTLAND (361,600-500,000)					JOHNSTOWN (73,700-200,000) Democrat (M)	20,816	Govt	.06f	132
News (E)	49,533	ABC	.12f	62	Tribune (E)	32,766	Govt	.10f	19
Oregonian (M)	109,123	ABC	.21f	156	KITTANNING (8,647-75,568) Simpsons' Leader Times (E)	6,485	ABC	.05	78
Oregonian (S)	172,036	ABC	.27f	156	LANCASTER (58,300-225,000) Intelligencer-Journal & New Era (M & E)	51,904	ABC	.25	14
Oregon Journal (E)	105,601	ABC	.21f	132	LATROBE (10,669-25,000) Bulletin (E)	5,488	Govt	.035f	155
Oregon Journal (S)	134,540	ABC	.22f	132	LEBANON (27,723-66,142) News & Times (E)	10,814	Govt	.05f	149
Telegram (E)	51,325	Govt	.14f	96	LEWISTOWN (13,132-50,000) Sentinel (E)	7,117	ABC	.045f	None
SALEM (27,402-55,000) Capital-Journal (E)	9,623	ABC	.05f	110	McKEESPORT (50,400-125,000) News (E)	16,723	ABC	.07	86
Oregon Statesman (M)	6,589	Govt	.045f	58-150	MAHANAY CITY (16,971-40,000) Record-American (E)	6,303	Govt	.04f	86
<b>PENNSYLVANIA</b>					MEADVILLE (15,580-40,000) Tribune-Republican (M & E)	8,324	ABC	.04f	78
ALLENTOWN (99,400-200,000) Call (M & S)	36,630	ABC	.12f	139	NEW CASTLE (52,500-80,000) News (E)	17,250	ABC	.06f	86
Chronicle & News and Item (E)	13,738	ABC	.05f	132	NEW KENSINGTON (14,412-85,000) Dispatch (E)	5,053	Govt	.03f	10
ALTOONA (69,100-125,000) Mirror (E)	29,036	ABC	.08f	None	NORRISTOWN (36,200-75,000) Register (E)	6,044	ABC	.035f	86
Tribune (M)	11,240	ABC	.06f	10	Times Herald (E)	14,200	ABC	.12	14
BEAVER FALLS (16,002-55,000) News-Tribune (E)	8,505	Govt	.04f	19	OIL CITY (25,103-100,000) Derrick (M)	7,784	ABC	.05f	80
BETHLEHEM (67,600) Globe-Times (E)	15,640	Govt	.09	78	PHILADELPHIA (2,064,200-3,000,000)				
BLOOMSBURG (9,383) Press (M)	7,877	Govt	.055	86	Bulletin (E)	555,753	ABC	.65f	156
BRADFORD (18,114-25,000) Era (M)	5,744	Govt	.035f	86	Inquirer (M)	278,158	ABC	.50f	144-1
Star & Record (E)	5,599	Govt	.50"	None	Inquirer (S)	508,538	ABC	.70f	144-168
BROWNSVILLE (8,000-100,000) Telegraph (E)	8,145	Govt	.05f	86	Public Ledger (M)	138,726	ABC	.45f	13-22684
BUTLER (29,723-85,000) Eagle (E)	12,836	Govt	.05	None	Ledger (E)	204,329	ABC	.45f	123-1-62
CARBONDALE (20,504-40,000) Leader (E)	5,706	Govt	.05	86	Public Ledger & Ledger (M&E)	343,055	ABC	.65f	13-225-64
CHAMBERSBURG (14,488-48,000) Public Opinion (E)	5,010	Govt	.035	43	Public Ledger (S)	492,390	ABC	.75f	123-152
CHESTER (74,200-150,000) Times (E)	20,690	ABC	.10	86	Public Ledger (M & S)	631,116	ABC	.95f	13-22-64
CLEARFIELD (11,372) Progress (E)	6,011	Govt	.04f	None	Public Ledger & Ledger (E&S)	696,719	ABC	.95f	123-152
COATESVILLE (15,529-35,000) Record (E)	6,884	Govt	.05	68	Record (M)	130,024	ABC	.30f	52-149
CONNELLVILLE (15,529-90,000) Courier (E)	5,673	ABC	.04f	86	Item (S)	48,832	Sworn	.20	None
DONORA (16,921-60,000) Herald-American (E)	6,126	Govt	.035f	86	PITTSBURGH (673,800-1,800,000) Post-Gazette (M)	233,026	ABC	.50	14
DOYLESTOWN (3,837-47,000) Intelligencer (E)	5,488	Govt	.05	68	Press (E)	192,991	ABC	.40f	142
DU BOIS (17,000-54,000) Courier & Express (M & E)	9,890	Govt	.05f	86	Press (S)	282,408	ABC	.45f	142
EASTON (38,400-175,000) Express (E)	35,085	ABC	.12f	84	Sun Telegraph (E)	175,625	ABC	.50	14
ERIE (140,888-190,365) Dispatch Herald (E & S)	35,851	ABC	.09f	50	Sun Telegraph (S)	354,346	ABC	.60	14
Times (E)	32,333	ABC	.09f	82	POTTSTOWN (19,174-40,000) News (M)	8,855	ABC	.06	68
GETTYSBURG (5,327-25,000) Times (E)	5,190	Govt	.03f	43	POTTSVILLE (24,064-132,098) Journal (E)	10,238	Govt	.06	108
GREENSBURG (18,039-245,412) Review & Tribune (M & E)	12,094	ABC	.05f	21-64-127	Morning Paper & Republican (M & E)	15,645	ABC	.12	68
HANOVER (12,130-50,000) Record Herald (E)	5,150	Govt	.035f	86	READING (115,400-260,000) Eagle (E & S)	38,880	ABC	.14	165
Sun (E)	12,097	Govt	.055f	78	Times (M)	40,768	ABC	.10f	82
HARRISBURG (86,900-244,000) News & Patriot (M & E)	77,482	ABC	.16	84	SAYRE (10,097) Times (E)	5,300	Govt	.035f	86
Telegraph (E)	50,481	ABC	.14	149	SCRANTON (144,700-300,000) Republican (M)	25,028	ABC	.15	130
HAZLETON (38,300-100,000) Plain Speaker & Standard Senti- nel (M & E)	21,455	Govt	.10	68	Scrantonian (S)	41,408	ABC	.14	68
HOMESTEAD (21,437-60,000) Messenger (E)	5,089	Govt	.045	47	Sun (E)	16,738	Govt	.05f	132
					Times (E)	46,394	ABC	.16	92
					SHAMOKIN (25,445-55,000) News (E)	5,023	ABC	.035f	86
					SHARON (30,011-60,000) Herald (E)	7,836	ABC	.50f	86
					News-Telegraph (E)	8,920	ABC	.04	10
					SHENANDOAH (30,907-75,000) Herald (E)	6,387	Govt	.04f	86

\* For names and addresses see Pages 268-269. f Indicates flat rate newspaper.  
§ City populations, and trading zone populations wherever the latter are avail-  
able, follow names of cities.

¶ See Adv. on Pages 258 and 259.



# Concentrated *anxious*

A million and a half substantial, modern people imbued with the spirit of progress . . . sharing \$38,000,000 monthly payrolls . . . watching industrial and municipal expansion representing a two-year expenditure of at least \$350,000,000 . . . whose activities result in daily bank clearings in excess of \$30,000,000 . . .

. . . a million and a half people, 74 per cent native white and who are part and parcel of a dynamic progressive movement in a tempo exceeded only by New York and Chicago . . . and whose per capita retail expenditures are not less than \$436 . . .

. . . these are the people who live, earn and spend in Metropolitan Pittsburgh — a people modern in spirit, modern in earning ability, modern in their demands for modern merchandise to make modern lives more comfortable and enjoyable . . . a people eager to buy.

Here's modernism concentrated in an area where one dominant newspaper—The Pittsburgh Press—has had, for 45 years, the Habit of Producing Results . . . concentrated modernism reached at one extremely modest cost by one modern newspaper's concentrated circulation . . .



. . . what an opportunity for the advertiser who realizes that space buying, in this modern age, emphatically means sales buying!

**Press  
Circulation  
is vital  
Circulation**

. . . and nothing but vitality in circulation can mean vitality in advertising. Press circulation, 83 per cent concentrated daily in Metropolitan

# Modernism to be sold

Pittsburgh and 92 per cent concentrated in a trading area of 30 miles—Pittsburgh's famous "Golden Y" area—makes Press advertising a vital business force rather than merely a printed message.

Press circulation is bought by moderns seeking good news, useful news, constructive news, accurate news all keyed to the modern note. It produces results because it is based on reader-faith spread over many decades.

## Press Leadership

in producing results is reflected in the fact that during the first half of 1929 The Press published practically 49 per cent of all advertising appearing in the three Pittsburgh newspapers and in the fact that during the same period Press advertising leadership over the second Pittsburgh paper was seven per cent greater than during the first six months of 1928.

There's a representative in any of the Press offices listed below anxious to tell you the full story of concentrated modernism economically reached by concentrated, effective, selling circulation with a 45-year Habit of Producing Results.

## The Pittsburgh Press

A SCRIPPS-HOWARD  
NEWSPAPER

Member Audit Bureau of Circulations  
and of the United Press and  
of Media Records, Inc.



NATIONAL ADVERTISING  
DEPARTMENTS

New York • Chicago • Detroit  
Philadelphia • Los Angeles • Dallas  
San Francisco • Atlanta • Buffalo



## IN THE GOLDEN Y AREA

*Business is good in Allegheny County (heart of Pittsburgh's Golden Y Area). Here during the first six months of this year new passenger car sales show a gain of 40% over the similar period of last year.*



## NEWSPAPER CIRCULATIONS AND RATES (Continued)

State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circulation	Origin	Gross Rate Per Line	Representatives by key numbers*	State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circulation	Origin	Gross Rate Per Line	Representatives by key numbers*
<b>PENNSYLVANIA</b> (Continued)					<b>SOUTH DAKOTA</b> (Continued)				
STROUDSBURG (5,278-23,000) Record & Press (E). Consoli- dated May 1, 1929. New Cir- culation figures not available.	see Col. I	Govt	.07	68	MITCHELL (11,869-65,300) Republican (E)	12,940	ABC	.06f	127-130
SUNBURY (17,290-50,000) Daily (E) Item (E)	5,687 6,744	ABC ABC	.49*f .49*f	86 68	SIoux FALLS (33,603-200,00) Argus Leader (E & S)	33,883	ABC	.10f	130
TARENTUM (10,061-45,000) Valley News (E)	5,485	Govt	.035f	86	WATERTOWN (11,260-78,500) Public Opinion (E)	6,176	ABC	.04f	155
TOWANDA (5,000-35,000) Review (M)	5,951	ABC	.06	68	<b>TENNESSEE</b>				
UNIONTOWN (20,923-125,000) Herald & Genius (M & E) News Standard (E)	19,047 6,342	Govt Govt	.04 .35*f	None 47	CHATTANOOGA (73,500-450,000) News (E) Times (M & S)	35,791 37,442	ABC ABC	.10f .11f	17 20
WARREN (16,057-40,000) Times-Mirror (E)	10,036	ABC	.05f	86	JACKSON (22,362) Sun (E & S)	7,613	Govt	.04	17
WASHINGTON (25,060-189,000) Observer & Reporter (M & E)	17,277	ABC	.06f	19	JOHNSON CITY (30,190-65,000) Chronicle & Staff News (M & E) Chronicle & Staff News (S)	8,915 8,341	ABC ABC	.05f .05f	60 60
WEST CHESTER (12,889-40,671) Local News (E)	11,494	ABC	.07	78	KNOXVILLE (105,400-425,000) Journal (M & S) News-Sentinel (E & S)	37,578 43,470	ABC ABC	.08f .11f	17 142
WILKES BARRE (91,900-230,000) News (E) Record (M) Independent (S) Telegram (S) Times Leader (E)	15,769 27,036 19,213 11,060 26,942	Govt ABC ABC Govt ABC	.035f .07f .06f .05f .10	108-148 132 68 29 149	MEMPHIS (190,200-676,626) Commercial Appeal & Appeal (M & E) Commercial Appeal (S) Press-Scimitar (E)	184,602 145,078 93,311	ABC ABC ABC	.30f .30f .20f	17 17 142
WILLIAMSPORT (44,000-250,000) Sun, Gazette & Bulletin (M & E)	28,867	ABC	.10f	103	NASHVILLE (139,600-650,000) Banner (E & S) Banner (Wed & S) Tennessean (M & E) Tennessean (S) Tennessean (S & E)	59,257 141,258 86,591 63,270 97,620	ABC ABC ABC ABC ABC	.13f .22f .15f .13f .15f	70-132 70-132 17 17 17
YORK (49,900-144,521) Dispatch (E) Gazette & Daily (M)	20,946 20,276	Govt Govt	.07f .07f	132 78	<b>TEXAS</b>				
<b>RHODE ISLAND</b>					ABILENE (33,092-60,000) Reporter & News (M & E) Reporter & News (S)	16,470 14,318	Govt Govt	.08f .08f	154 154
NEWPORT (35,297) News (E)	6,283	Govt	.07	106	AMARILLO (39,200-450,000) Globe & News (M & E) News-Globe (S)	28,313 26,178	ABC ABC	.11f .11f	154 154
PAWTUCKET (73,100-130,000) Times (E)	30,321	ABC	.10	62	AUSTIN (45,133-101,103) American & Statesman (M & E) American-Statesman (S)	24,050 22,058	ABC ABC	.10f .10f	21-64-127 21-64-127
PROVIDENCE (286,300-810,000) Bulletin (E) Journal (M) Bulletin & Journal (M & E) Journal (S) News (E) Tribune (E & S)	79,345 44,051 123,396 83,345 28,245 17,961	ABC ABC ABC ABC ABC ABC	.20f .12f .27f .20f .08f .12	13-50 13-50 13-50 13-50 125 4-114-152	BEAUMONT (56,300-218,745) Enterprise & Journal (M & E) Enterprise (S) Enterprise & Journal (S & E)	36,417 33,344 48,156	ABC ABC ABC	.12f .12f .13f	10-137 10-137 10-137
WESTERLY (12,440-42,996) Sun (E & S)	5,478	ABC	.04f	19	BROWNSVILLE (24,997-90,000) Herald (E & S)	5,702	Govt	.05f	154
WOONSOCKET (53,400-100,000) Call (E)	15,793	ABC	.05f	62	CORPUS CHRISTI (26,350-40,000) Caller (M & S)	4,906	ABC	.04	10
<b>SOUTH CAROLINA</b>					DALLAS (217,800-325,000) Dispatch (E) Journal & News (M & E) Journal (E) News (M) News (S) Times-Herald (E)	37,465 132,418 44,368 88,050 105,109 63,432	ABC ABC ABC ABC ABC Govt	.12 .33 .13 .23 .27 .17f	21-64-127 20 20 20 20 20 10
ANDERSON (12,332-150,000) Independent-Tribune (M & S)	5,282	ABC	.035f	35	DENISON (20,136-35,355) Herald (E & S)	5,311	Govt	.04	154
CHARLESTON (75,900-285,000) Post, and News & Courier (M & E) Post, and News & Courier (E & S)	26,706 32,475	ABC ABC	.10f .07f	20 20	EL PASO (117,800-399-429) Herald & Times (M & E) Herald & Times (E & S) Post (E)	31,476 39,723 21,927	ABC ABC ABC	.12f .12f .07f	20 20 142
COLUMBIA (50,600-395,570) Record (E & S) State (M & S)	15,378 24,570	ABC ABC	.06f .08f	17 20-90	FORT WORTH (170,600-309,565) Press (E) Star-Telegram & Record-Tele- gram (M & E) Record-Telegram & Star-Tele- gram & Record (M & S) Star-Telegram & Star-Telegram & Record (E & S) Star-Telegram & Record (S)	33,391 141,712 163,910 243,012 132,605	ABC ABC ABC ABC ABC	.10f .29f .39f .48f .29f	142 None None None None
FLORENCE (17,548-200,000) News-Review (M)	5,350	Govt	.04	60	GALVESTON (50,600-70,000) News & Tribune (M & E) News & Tribune (E & S)	19,341 22,487	ABC ABC	.10f .11f	20 20
GREENVILLE (35,153-250,000) News & Piedmont (M & E) News (S) News & Piedmont (E & S)	40,487 28,251 40,167	ABC ABC ABC	.12f .09f .12f	19 19 19	GREENVILLE (18,576) Banner (E) Herald (M)	7,263 7,303	Govt Govt	.04 .04	154 60
SPARTANBURG (32,600-250,000) Herald & Journal (M & E) Herald & Journal (S & E)	14,934 18,780	ABC ABC	.07f .07f	82 82					
<b>SOUTH DAKOTA</b>									
ABERDEEN (18,171-125,000) American & News (M & E) American-News (S)	12,406 11,407	ABC ABC	.07f .07f	130 130					
HURON (13,837-50,000) Huronite (E)	7,182	ABC	.05f	119-155					

\* For names and addresses see Pages 268-269. f Indicates flat rate newspaper.  
§ City populations, and trading zone populations wherever the latter are avail-  
able, follow names of cities.

§ See Adv. on page 262.



# FORT WORTH

## Star Telegram

## Record Telegram

Circulation Now Over **130,000**

DAILY OR SUNDAY

Towns With Carrier Delivery

*Fort Worth and Suburban towns receiving more than 25 copies daily or Sunday:*

TOWNS	Record-Telegram (Daily)	Star-Telegram (Daily)	Star-Telegram and Record-Telegram (Combined Daily)	Star-Telegram and Sunday Record (Sunday)
Aledo .....	31	45	76	71
Alvarado .....	115	209	324	209
Alvord .....	45	91	136	93
Arlington .....	619	866	1,485	866
Bowie .....	151	296	447	322
Breckenridge ..	1,325	1,568	2,893	1,889
Bridgeport ....	25	121	146	165
Bryson .....	25	48	73	53
Burleson .....	80	190	270	194
Caddo .....	65	102	167	137
Cleburne .....	704	1,390	2,094	1,537
Cisco .....	601	812	1,413	1,065
Collinsville ....	30	51	81	54
Cresson .....	29	58	87	58
Decatur .....	175	394	569	404
Denton .....	333	431	764	622
Eastland .....	770	918	1,688	1,044
Everman .....	40	71	111	88
Fort Worth ..	19,864	30,426	50,290	32,295
Gainesville ....	364	443	807	665
Glen Rose ....	66	94	160	105
Grapevine .....	86	125	211	166
Granbury .....	65	242	307	213
Handley .....	235	339	574	375
Jacksboro .....	78	231	309	276
Joshua .....	50	118	168	124
Justin .....	63	66	129	89
Keller .....	67	82	149	92
Krum .....	41	38	79	75
Mansfield .....	102	159	261	185
Millsap .....	33	66	99	63
Mineral Wells ..	756	904	1,660	1,028
Olden .....	55	88	143	121
Palo Pinto ....	42	61	103	75
Pilot Point.....	26	104	130	101
Ranger .....	670	806	1,476	1,072
Roanoke .....	57	46	103	86
Saginaw .....	36	34	70	46
Sanger .....	96	164	260	175
Smithfield .....	50	49	99	64
Strawn .....	161	212	373	240
Valley View ..	34	99	133	96
Weatherford ..	389	725	1,114	846
Whitesboro ...	55	165	220	159
Total .....	28,704	43,547	72,251	47,703

With over 130,000 circulation daily and over 130,000 Sunday, covers West Texas, Fort Worth's trade territory, by far more thoroughly than it is covered by any other three or four newspapers. Star-Telegram and Record-Telegram circulation is of the highest class—obtained without the aid of contests, premiums or other forced methods.

## FORT WORTH STAR-TELEGRAM

### Fort Worth Record-Telegram

Now More Than 130,000 Daily or Sunday—Largest Circulation in Texas

**AMON G. CARER**  
President and Publisher

**A. L. SHUMAN**  
Vice-President and Adv. Dir.

Charter Member Audit Bureau of Circulation

# Sweeping On

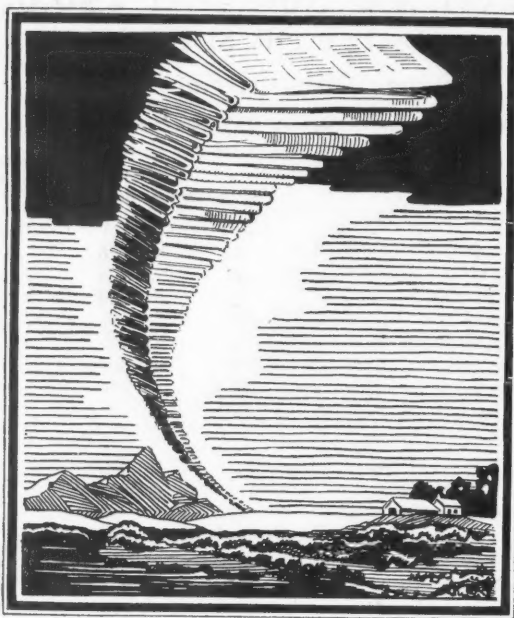
**S**TEADILY, month after month and year after year the Dallas area mounts higher in America's list of markets for merchandise.

Debits of Dallas banks (to quote the commonest of indexes) are running from \$20,000,000 to \$40,000,000 ahead of last year every month.

In this market of increasing buying-power there are two newspapers that are keeping pace. They are the Dallas News — long-standing first choice of national advertisers — and the Dallas Journal.

\* \* \*

Today the News offers advertisers a week-day circulation of more than 93,000, with more than 105,000 on Sunday. This is nearly 50 per cent more than 5 years ago.



In the evening, The Journal is running well over 47,000, having gained more than 7,000 in the last eighteen months.

\* \* \*

A better and better market . . . better and

better papers . . . better and better coverage. Few markets exceed Dallas in rate of growth or in promise . . . yet these two are the only papers that are keeping pace with progress.

\* \* \*

There is a combination rate which is earned by those who use The News and The Journal . . . a saving of 10 per cent on the prices of both . . . so that when you have listed The News all the dictates of economy urge that you include also The Journal's 47,000.

*Steady, constant lineage gains testify to the growing popularity of this combination.*

## The Dallas Morning News

## The Dallas Journal

# National Advertisers

There is big business for you in San Antonio and Southwest Texas—the wonder field of agriculture, livestock and industrial production and of steadily enlarging mercantile trade.

## San Antonio and Southwest Texas

This is the finest agricultural and horticultural section of the United States, a veritable garden of Nature, endowed with a matchless climate and unsurpassed soil fertility. Irrigation has worked a wonderful development, transforming the former ranch lands into flourishing farms, orchards and gardens. Other gigantic irrigation enterprises are under way and in a short time there will be nearly half a million acres of this rich country receiving water in abundance.

## SAN ANTONIO

Is the Metropolis of Texas and

**SAN ANTONIO EXPRESS**

**SAN ANTONIO EVENING NEWS**

are 24-hour newspapers—morning, Sunday and evening, from daylight to midnight. They are recognized as the chief advertising mediums covering this field. Their readers have confidence in these two newspapers and in advertisements carried by them.

Advertising growth which, more than anything else, reflects the judgment of manufacturers and advertising agents and merchants, is shown in the comparative tabulation, stated in lines, for the first six months in 1928 and 1929, as follows:

First 6 months 1929.....	11,702,964
First 6 months 1928.....	10,604,138
Gain .....	1,098,826
Local display gain 6 months .....	458,773
National display gain 6 months .....	406,687
Classified gain .....	233,366
Gain 1929 over 1928 .....	1,098,826

**San Antonio Express**

*Every morning and Sunday*

**San Antonio Evening News**

*Every Evening Except Sunday*

EXPRESS PUBLISHING COMPANY, *Publishers*, San Antonio, Texas

THE JOHN BUDD COMPANY, *National Advertising Representatives*

NEW YORK, CHICAGO, ST. LOUIS, ATLANTA, DALLAS, SAN FRANCISCO, LOS ANGELES, PORTLAND

## Three Hundred Million Dollar Market

In the trade area covered by San Antonio Express and San Antonio Evening News is a wholesale market doing an annual business of \$300,000,000. The estimated total wealth is about \$1,550,000,000. Bank resources reach to \$100,000,000. Factory investment is \$75,000,000, with production at \$85,000,000 per annum.

The foregoing figures do not take into account the oil production and the output of five refineries, the big sums of money for army investments and payroll which would add up into several more millions of dollars.

The population in this trade area is 1,400,000 and is consistently growing. Chamber of Commerce figures show that people are coming to San Antonio at the rate of 18,000 a year, and there has never been a boom here. The city and surrounding territory have grown steadily and substantially without recession. Industries are flourishing, there is plenty of water, good rich soil, and the largest dairy industry in Texas is in this area.

There are three trunk railroads, motorbus, air mail, freight and passenger service and an ideal year around outdoor climate, all of which makes this one of the most highly favored sections in the country.

National advertisers are given every co-operation by the Express and Evening News Merchandising service and its trade journal—The Retailer.

San Antonio and Southwest Texas is a wonderfully fine territory to cultivate.

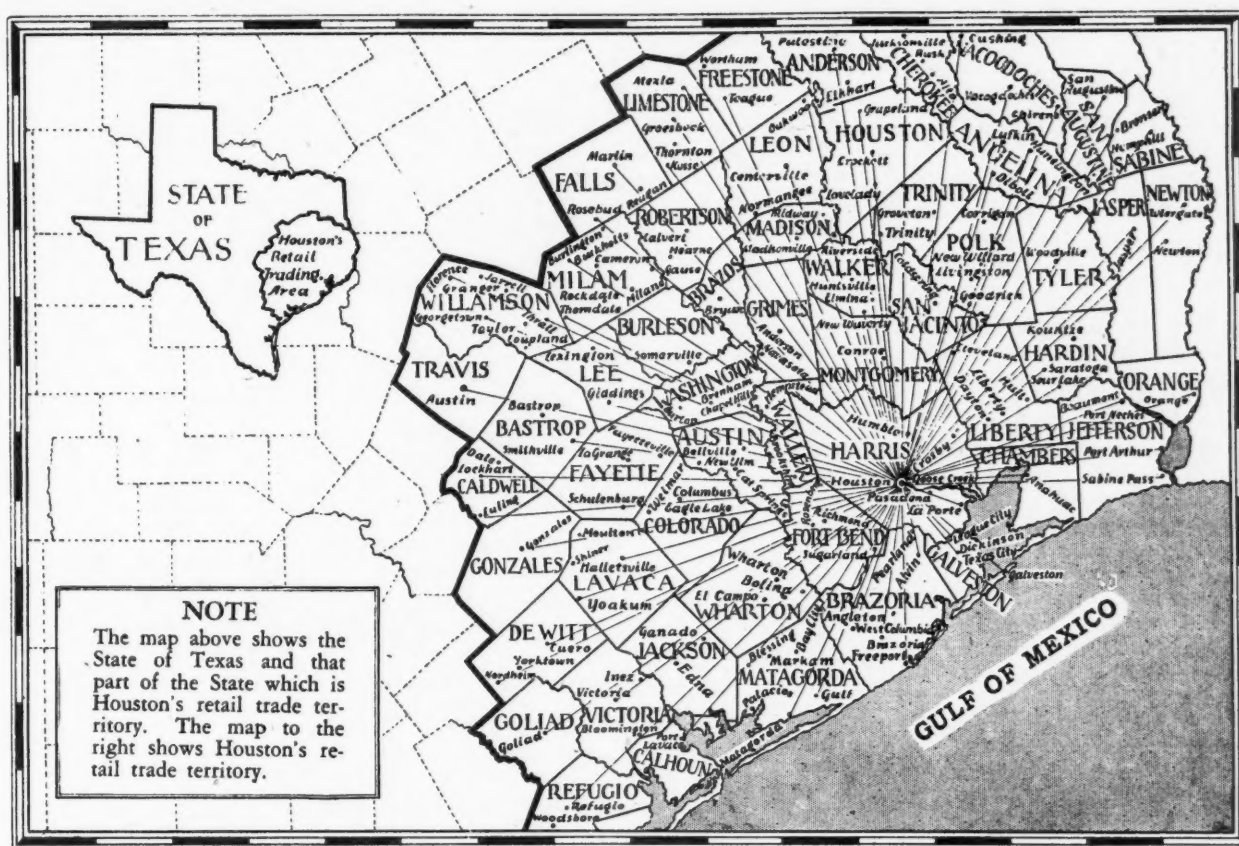


## NEWSPAPER CIRCULATIONS AND RATES (Continued)

State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circulation	Origin	Gross Rate Per Line	Representatives by key numbers*	State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circulation	Origin	Gross Rate Per Line	Representatives by key numbers*
<b>TEXAS</b> (Continued)					<b>VIRGINIA</b> (Continued)				
<b>HOUSTON</b> (265,490-395,000)					<b>LYNCHBURG</b> (38,600-151,159)				
Chronicle (E)	86,689	ABC	.18f	17-137	Advance & News (M & E)	16,587	ABC	.07	50
Chronicle (S)	98,403	ABC	.20f	17-137	Advance & News (E & S)	18,122	ABC	.07	50
Post-Dispatch (M)	68,193	ABC	.17f	10-178					
Post-Dispatch (S)	72,890	ABC	.17f	10-178	<b>NEWPORT NEWS</b> (53,300-80,000)				
Press (E)	46,140	ABC	.11f	142	Press & Times-Herald (M & E)	14,683	ABC	.05f	20
					Press (S)	9,732	ABC	.05f	20
<b>LAREDO</b> (37,850-200,000)					<b>NORFOLK</b> (184,200-393,000)				
Times (E & S)	5,312	Govt	.04f	154	Ledger Dispatch (E)	47,087	ABC	.12f	20
<b>LUBBOCK</b> (17,000)					Virginian Pilot (M)	45,892	ABC	.10f	17
Avalanche & Journal (M & E)	10,841	Govt	.06f	154	Virginian Pilot (S)	46,217	ABC	.12f	17
Avalanche-Journal (S)	9,362	Govt	.06f	154					
<b>MARSHALL</b> (17,839-100,000)					<b>PETERSBURG</b> (37,800-100,000)				
Messenger & News (M & E)	7,733	Govt	.63*f	154	Progress-Index (E & S)	10,080	Govt	.05f	19
<b>MEXIA</b> (14,000-80,000)					<b>PORTSMOUTH</b> (61,600)				
News (E & S)	5,183	Govt	.04f	4-114	Star (E & S)	8,043	Govt	.05f	19
<b>PARIS</b> (18,048)					<b>RICHMOND</b> (194,400-300,000)				
News (M)	6,178	Govt	.60*f	154	News-Leader (E)	70,444	ABC	.18f	84
<b>PORT ARTHUR</b> (53,402)					Times-Dispatch (M)	66,010	ABC	.16f	167-168
News (E & S)	8,496	ABC	.05f	21-64-127	Times-Dispatch (S)	69,360	ABC	.18f	167-168
<b>SAN ANGELO</b> (25,125)					<b>ROANOKE</b> (64,600-158,000)				
Standard & Times (M & E)	12,314	Govt	.06f	154	Times & World-News (M & E)	33,608	ABC	.10f	50-64
Standard Times (S)	11,638	Govt	.06f	154	Times (S)	21,171	ABC	.07f	50-64
<b>SAN ANTONIO</b> (218,100)					Times & World-News (E & S)	37,233	ABC	.07f	50-64
Express & News (M & E)	80,187	ABC	.22	20	<b>STAUNTON</b> (12,216-50,000)				
Express (S)	64,343	ABC	.17	20	Leader & News-Leader (M & S)	7,493	ABC	.05	60
Light (E)	40,475	ABC	.12	94-112-73-154	News-Leader (S)	5,521	ABC	.05	60
Light (S)	77,102	ABC	.17	94-112-73-154	<b>WINCHESTER</b> (7,400-35,000)				
<b>SHERMAN</b> (20,041-85,000)					Star (E)	5,033	ABC	.42*f	47
Democrat (E & S)	5,462	ABC	.04f	154					
<b>TEMPLE</b> (18,657-60,449)					<b>WASHINGTON</b>				
Telegram (E & S)	9,363	ABC	.06f	154	<b>ABERDEEN</b> (25,562-45,000)				
<b>TEXARKANA</b> (32,895-237,261)					World (E)	7,689	ABC	.05f	54-58
Gazette & News (M & E)	13,039	ABC	.07f	154	<b>BELLINGHAM</b> (38,377-90,000)				
Gazette (S)	12,218	ABC	.07f	154	Herald (M & E)	18,411	Govt	.08f	156
<b>WACO</b> (46,600)					Herald (S)		Govt	.05f	156
News-Tribune & Times Herald					Herald (Sat, E & S)			.08f	156
(M & E)	31,890	ABC	.12f	21-64-127	<b>EVERETT</b> (37,596-67,498)				
News-Tribune (S)	29,945	ABC	.12f	21-64-127	Herald (E & S)	15,152	ABC	.05f	156
<b>WICHITA FALLS</b> (58,026-278,074)					<b>HOQUIAM</b> (15,590-60,000)				
Record-News & Times (M & E)	36,909	ABC	.13f	82-137	Washingtonian (M)	5,867	Govt	.04f	110
Times (S)	33,429	ABC	.13f	82-137	<b>LONGVIEW</b> (13,500-31,655)				
<b>UTAH</b>					News (E)	6,390	ABC	.045f	54-156
<b>OGDEN</b> (39,100-60,000)					<b>OLYMPIA</b> (14,031-25,000)				
Standard-Examiner (E & S)	11,145	ABC	.06f	13-132	Olympian (M & E)	5,237	Govt	.05f	54-156
<b>SALT LAKE CITY</b>					Olympian (S)	5,140	Govt	.035f	54-156
(138,000-240,000)					<b>SEATTLE</b> (383,200-682,713)				
Deseret News (E)	40,315	ABC	.09f	35-36	Post-Intelligencer (M)	99,951	ABC	.26	(9-28
Telegram (E)	21,650	ABC	.08f	13-156	Post-Intelligencer (S)	164,229	ABC	.35	61-75
Telegram (S)	24,954	ABC	.09f	13-156	Star (E)	98,619	ABC	.22f	62
Tribune (M)	48,979	ABC	.12	10-110	Times (E)	99,071	ABC	.25f	10
Tribune (S)	73,125	ABC	.16	10-110	Times (S)	130,443	ABC	.28f	10
<b>VERMONT</b>					<b>SPOKANE</b> (109,100-350,000)				
<b>BARRE</b> (11,009-60,000)					Chronicle & Spokesman-Review				
Times (E)	7,626	ABC	.05	106	(M & E)	95,008	ABC	.27f	110-113
<b>BURLINGTON</b> (26,196-65,000)					Chronicle & Spokesman-Review				
Free-Press (M)	16,380	ABC	.06	92-106	(E & S)	104,242	ABC	.29f	110-113
<b>RUTLAND</b> (17,945-97,416)					Press (E)	22,299	ABC	.07f	62
Herald (M)	13,402	ABC	.055f	106	<b>TACOMA</b> (110-500-236-510)				
<b>VIRGINIA</b>					Ledger & News-Tribune (M&E)	57,996	ABC	.16f	113-58-131
<b>BRISTOL</b> (28,074-135,000)					Ledger (S)	30,206	ABC	.10f	13-58-131
Herald-Courier & News-Bulletin					Times (E)	25,596	ABC	.07f	62
(M & E)	12,732	ABC	.07f	132	<b>WALLA WALLA</b> (20,671-35,000)				
Herald-Courier & News-Bulletin					Bulletin (E & S)	6,822	ABC	.05f	54-110-131
(S & E)	14,893	ABC	.07f	132	<b>WENATCHEE</b> (11,067-32,000)				
<b>DANVILLE</b> (25,129-125,000)					World (E)	9,145	ABC	.05f	54-58
Register & Bee (M & E)	16,438	ABC	.07f	50-90	<b>YAKIMA</b> (26,696-68,000)				
Register & Bee (E & S)	22,311	ABC	.08f	50-90	Herald (M)	6,913	ABC	.04f	54-58-131
<b>FREDERICKSBURG</b>					Herald (S)	12,082	ABC	.06f	54-58-131
(6,647-60,000)					Republic (E)	7,519	ABC	.04f	54-58-131
Free Lance-Star (E)	5,258	Govt	.03f	47	Herald & Republic (M & E)	14,432	ABC	.07f	54-58-131
<b>HARRISONBURG</b> (5,875-80,000)					<b>WEST VIRGINIA</b>				
News-Record (M)	7,734	ABC	.04f	47	<b>BECKLEY</b> (10,372-29,430)				
					Post-Herald (M)	6,840	Govt	.035f	43
					Raleigh Register (E)	3,293	ABC	.03f	47
					Raleigh Register (S)	5,157	ABC	.03f	47

\* For names and addresses see Pages 268-269. f Indicates flat rate newspaper.  
§ City populations, and trading zone populations wherever the latter are available, follow names of cities.

\*See Adv. on Page 263.



# Houston, Texas

## Surrounded, only, by its own retail trade territory

The above statement means that there is not a city the size of Houston or even one-third its size, whose retail trade territory overlaps the Houston retail area to any appreciable extent. The nearest city, approximately as large as Houston, is 235 miles away.

The Houston retail trade territory comprises 57 counties, covering a radius of 150 miles. The map above shows the counties in this zone and the principal cities. The population of this territory, including Houston's 300,000, is 2,105,676, which is 40 per cent of the entire population of the state.

Houston's jobbing territory, which is not shown on the above map and not included in the above figures, extends 200 miles in several directions, and to the

southwest it extends 350 miles covering the rich and fertile Rio Grande Valley.

The estimated purchasing power of Houston's retail trade territory is \$6,022,233,460.00, and the per capita wealth is \$2,860.00.

Of the 1,176 national advertisers, who advertised in Houston last year, 698 of them used only one paper. Of this number 70 per cent used The Chronicle exclusively, 27 per cent used the second paper exclusively, while only 3 per cent used the third paper exclusively.

This gives you a rather good idea which paper you should use for your campaign in Houston.

## THE HOUSTON CHRONICLE

IS HOUSTON'S MAJOR MEDIUM

*Leads All Texas Newspapers in Advertising*

JESSE H. JONES  
President

W. O. HUGGINS  
Vice-President—Editor

G. J. PALMER  
Vice-Pres.—Business Mgr.

STEVE KELTON  
Asst. Business Mgr.

R. W. MCCARTHY  
Mgr. National Advertising

Represented by  
JOHN M. BRANHAM COMPANY

## NEWSPAPER CIRCULATIONS AND RATES (Continued)

State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circu- lation	Origin	Gross Rate Per Line	Representatives by key numbers*	State, City and Newspaper §With Populations of Cities and Trading Zones	Total Circu- lation	Origin	Gross Rate Per Line	Representatives by key numbers*
<b>WEST VIRGINIA</b> (Continued)					<b>WISCONSIN</b> (Continued)				
<b>BLUEFIELD</b> (26,159-210,000)					<b>FOND DU LAC</b> (29,284-80,000)				
Telegraph & Sunset News (M & E)	15,047	ABC	.07f	82	Commonwealth Reporter (E)	14,907	ABC	.06f	125-127
Telegraph & Sunset News (E & S)	19,821	ABC	.08f	82					
<b>CHARLESTON</b> (55,200-323,325)					<b>GREEN BAY</b> (36,100-80,000)				
Gazette (M)	27,360	ABC	.09f	43	Press-Gazette (E)	1,8252	ABC	.07f	125-127
Gazette (S)	31,724	ABC	.10f	43					
Mail (E & S)	22,109	Govt	.07f	47	<b>JANESVILLE</b> (25,610-86,000)				
					Gazette (E)	14,013	ABC	.075	162
<b>CLARKSBURG</b> (37,158-128,000)					<b>KENOSHA</b> (56,500-72,326)				
Exponent & Telegram (M & E)	29,601	ABC	.12f	47	News (E)	11,804	ABC	.06f	35
Exponent-Telegram (S)	28,478	ABC	.12f	47					
<b>FAIRMONT</b> (26,777-50,000)					<b>LA CROSSE</b> (30,400-175,000)				
Times & West Virginia (M & E)	13,013	ABC	.065f	31	Tribune & Leader Press (E & S)	14,518	ABC	.06f	35
Times & West Virginia (E & S)	14,658	ABC	.075f	31					
<b>HUNTINGTON</b> (68,600-150,000)					<b>MADISON</b> (50,500-200,000)				
Advertiser & Herald-Dispatch					Capital Times (E & S)	27,260	ABC	.08f	125-127
(M & E)	28,195	ABC	.14f	82	Wisconsin State-Journal (E & S)	27,051	ABC	.08f	35
Herald-Advertiser (S)	21,951	ABC	.12f	82					
<b>MARTINSBURG</b> (16,219-40,000)					<b>MANITOWOC</b> (23,886-75,000)				
Journal (E)	5,890	ABC	.035f	31	Herald-News (E)	7,114	ABC	.06	2
<b>MORGANTOWN</b> (21,645-75,000)									
New Dominion (M)	6,114	ABC	.04f	86	<b>MILWAUKEE</b> (544,200-1,044,367)				
Post (E)	7,052	ABC	.04f	82	Journal (E)	169,039	ABC	.34f	122
					Journal (S)	219,495	ABC	.40f	122
<b>PARKERSBURG</b> (28,070-45,000)					Leader (E)	49,818	Govt	.13	59
News (M & S)	8,519	ABC	.03f	125	Sentinel (M)	75,185	ABC	.25	14
Sentinel (E)	11,056	ABC	.055	31	Sentinel (S)	176,555	ABC	.40	14
<b>WELCH</b> (7,110-75,000)					Wisconsin News (E)	106,401	ABC	.22f	16-36
News (E)	5,409	Govt	.035	31					
<b>WHEELING</b> (74,944-170,000)					<b>OSHKOSH</b> (33,200-100,000)				
Intelligencer (M)	12,194	ABC	.06	31	Northwestern (E)	15,459	ABC	.07	125-127
News (E)	16,466	ABC	.09	31					
News (S)	21,048	ABC	.12	31	<b>RACINE</b> (74,400-84,946)				
Intelligencer & News (M & E)	28,660	ABC	.12	31	Journal-News (E)	12,927	ABC	.06f	2
Intelligencer & News (M & S)	33,242	ABC	.15	31	Times-Call (E)	10,768	ABC	.06f	50
Register (M)	12,020	ABC	.04f	19					
Register (S)	10,225	ABC	.045f	19	<b>SHEBOYAN</b> (35,100-209,085)				
Telegraph (E)	8,604	Govt	.60*	29	Press (E)	15,999	ABC	.07	162
<b>WISCONSIN</b>									
<b>APPLETON</b> (26,200-70,000)					<b>STEVENS POINT</b> (12,508-50,000)				
Post-Crescent (E)	14,895	ABC	.06f	125-127	Journal (E)	6,548	Govt	.07	162
<b>BELOIT</b> (26,605-50,000)									
News (E)	10,284	ABC	.06f	130	<b>SUPERIOR</b> (46,283-140,000)				
<b>CHIPPEWA FALLS</b>					Telegram (E)	21,377	ABC	.08f	125
(11,412-37,000)									
Herald-Telegram (E)	5,372	ABC	.04f	21	<b>WAUSAU</b> (24,881-50,000)				
<b>EAU CLAIRE</b> (25,505-125,000)					Record-Herald (E)	9,451	ABC	.05f	130
Leader & Telegram (M & E)	13,373	ABC	.065	162					
Leader & Telegram (E & S)	13,449	ABC	.065	162	<b>WYOMING</b>				
					<b>CASPER</b> (22,894-35,000)				
					Herald & Tribune (M & E)	8,241	ABC	.06f	14
					Tribune-Herald (S)	7,482	ABC	.06f	14
					<b>CHEYENNE</b> (20,744-35,000)				
					Wyoming State-Tribune & State				
					Leader (E)	8,072	ABC	.05f	82

\* For names and addresses see Pages 268-269. f Indicates flat rate newspaper.

§ City populations, and trading zone populations wherever the latter are available, follow names of cities.

## Sales Management Fundamentals

By RICHARD C. HAY

Mr. Hay is known to many of our readers through his contributions to SALES MANAGEMENT. He was formerly Director of Sales and Advertising of the May Oil Burner Corporation, and Manager, Sales Training and Sales Promotion of the American Radiator Company—a successful, experienced sales manager whose book is a practical story of interest to every Sales executive.

Here is the first practical discussion by an experienced Sales Manager of the all-important problem of training

senior salesmen. Also a thorough discussion of the training of new salesmen.

There is a splendid chapter on RESALE—Helping the Dealer Make Money, a subject of great importance never before covered in a book. Also chapters on the Sales Manual; Sales Quotas; Payment of Salesmen; Sales Problems of the Small Manufacturer (also new); Sales Promotion, and Branch Management.

Price Postpaid \$3.50

Remittance must accompany order  
**SALES MANAGEMENT**

Book Service  
420 LEXINGTON AVENUE  
NEW YORK CITY



# KENOSHA, WISCONSIN

A city of 57,000 consumers participating in an annual industrial payroll of over \$20,000,000.00 offers a market that should not be overlooked and one which can only be reached efficiently and economically through the columns of the

## KENOSHA EVENING NEWS

*(Member Audit Bureau of Circulation)*

When a daily newspaper located 50 miles from Chicago and 35 miles from Milwaukee can so dominate its field that the circulation of the Metropolitan dailies in that territory is practically negligible, it must be a real newspaper. The KENOSHA EVENING NEWS is such a paper. It is read in the HOMES by receptive, buying people because it is Kenosha's own and only newspaper.

The importance of using The KENOSHA EVENING NEWS is apparent when one considers the fact that 99% of the circulation of The News is confined to the city of Kenosha. National advertisers appreciate the thorough coverage of this prosperous community offered through The NEWS.

## CONE, ROTHENBURG & NOEE

*Publishers' Representatives*

NEW YORK  
CHICAGO

DETROIT  
ST. LOUIS

KANSAS CITY  
ATLANTA

## ADVERTISING REPRESENTATIVES OF NEWSPAPERS

The Publishers' Representatives listed below have on file and are glad to furnish market data, advertising rates, latest circulation figures and other information about newspapers which they represent. The last column in the list of Newspaper

Circulations and Rates, Pages 228 to 270, shows representatives by key number, of individual newspapers. The representatives' names and addresses can be ascertained by referring to the list below.

1. Alcorn Company, Franklin P., Inc.  
New York—270 Madison Avenue  
Chicago—410 N. Michigan Avenue  
San Francisco—742 Market Street  
Los Angeles—Times Building  
Seattle—Stuart Building
2. Allen-Klapp Company  
Chicago—435 N. Michigan Avenue  
New York—551 Fifth Avenue  
St. Louis—312 Victoria Building  
Detroit—2-254 General Motors Bldg.
3. American Press Association  
New York—225 West 39th Street  
Chicago—122 So. Michigan Avenue  
Detroit—2111 Woodward Avenue  
Baltimore—535 Title Building  
Kansas City—Interstate Building
4. Anderson, C. J. Special Agency  
Chicago—35 East Wacker Drive  
New York—See Ralph R. Mulligan
5. Anderson, V. S.  
New York—1819 Broadway
6. Arkansas Dailies  
Chicago—180 N. Michigan Ave.  
New York—369 Lexington Ave.  
Dallas—Mercantile Bank Building  
Kansas City—Interstate Building  
Oklahoma City—312 Mercantile Building  
Little Rock, Arkansas—417 Center Street
7. Arthur, Wilbur L.  
New York—1834 Broadway
8. Barnhill, Roy, Inc.  
New York—10 East 34th Street  
Chicago—410 N. Michigan Avenue  
Boston—80 Boylston Street
9. Bartlett, A. R.  
Detroit—3-129 General Motors Bldg.
10. Beckwith, The Special Agency  
New York—230 Park Avenue  
Chicago—8. S. Michigan Avenue  
Philadelphia—1135 North 65th  
Detroit—604 Ford Building  
Kansas City—307 Interstate Building  
St. Louis—1411 Syndicate Trust Bldg.  
Atlanta—1010 Glenn Bldg.  
San Francisco—1213 New Russ Bldg.
11. Bellisle Company, A. P.  
San Francisco—681 Market Street
12. Bertolet, Hanson & Lemon  
New York—366 Fifth Avenue  
Chicago—30 North Dearborn Street  
Kansas City—See Davies & Dillon  
Pacific Coast—See R. J. Bidwell Company
13. Bidwell Company, R. J.  
San Francisco—742 Market Street  
Los Angeles—Times Building  
Seattle—3322 White-Henry Stuart Bldg.
14. Block, Paul, Inc.  
New York—247 Park Avenue  
Chicago—919 N. Michigan Ave.  
Detroit—General Motors Building  
Boston—Little Building  
Philadelphia—1420 Walnut Street  
San Francisco—518 Chancery Building
15. Beardman, Harry B.  
Chicago—123 West Madison Street
16. Boone, Rodney E. Organization  
New York—9 East 40th Street  
Chicago—932 Hearst Bldg.  
Boston—203-5 Winthrop Square  
Detroit—12-230 General Motors Bldg.  
Rochester—14 Franklin Street
17. Branham Company, John M.  
Chicago—360 North Michigan Ave.  
New York—420 Lexington Ave.  
Nashville—400 Union Street  
Memphis—730 Deimon Bldg.  
Atlanta—123 Peachtree Street  
Detroit—74 Adams Avenue West  
St. Louis—721 Olive Street  
Kansas City—15 W. Tenth St.  
San Francisco—507 Montgomery St.  
Los Angeles—Chamber of Com. Bldg.  
Seattle—Leary Building
18. Bryan Murphy & Company  
Kansas City—Interstate Building
19. Bryant, Griffith & Brunson, Inc.  
New York—9 East 41st Street  
Chicago—307 N. Michigan Ave.  
Boston—201 Devonshire Street  
Atlanta—Walton Building
20. Budd Company, The John  
New York—9 East 37th Street  
Chicago—435 North Michigan Avenue  
St. Louis—Chemical Building  
Atlanta—Healey Building
- Budd Company, The John (Cont.)  
San Francisco—55 New Montgomery St.  
Los Angeles—Western Pacific Bldg.  
Portland—Security Building  
Dallas—Republic Bank
21. Burke, Kulpers & Mahoney, Inc.  
New York—420 Lexington Ave.  
Chicago—203 N. Wabash Avenue  
Atlanta—711-12 Glenn Bldg.  
Los Angeles—Chamber of Com. Bldg.  
San Francisco—1226 Ross Building
22. Burke, Hugh  
New York—366 Madison Avenue
23. Callender & Lynch, Inc.  
New York—24 North William St.
24. Campbell, Don  
Chicago—190 N. State St.
25. Campbell, Chesser M.  
New York—512 Fifth Avenue
26. Capper Publications  
New York—420 Lexington Ave.  
Chicago—203 N. Wabash Ave.  
Cleveland—1013 Rockwell Ave.  
Detroit—1632 W. Lafayette Blvd.  
Kansas City—1407 Waldheim Bldg.  
Omaha—Theodore Terrace  
Philadelphia—1201 Chestnut Street  
St. Louis—2206 Pine Street  
San Francisco—Sharon Building
27. Carroll, Dan A.  
New York—110 E. 42nd Street
28. Chew, W. W.  
New York—285 Madison Avenue
29. Clark, Thomas F., Company, Inc.  
New York—205-217 E. 42nd St.  
Chicago—64 E. Lake Street
30. Clark, H. K.  
Chicago—180 N. Michigan Ave.
31. Clayden, A. E., Inc.  
New York—52 Vanderbilt Ave.  
Chicago—140 South Dearborn Street
32. Close, George D.  
Los Angeles—Chamber of Com. Bldg.  
San Francisco—Montgomery Street
33. Collegiate Special Advertising Agency, Inc.  
Chicago—612 North Michigan Avenue  
New York—503 Fifth Avenue
34. Compton, B. W.  
Chicago—326 W. Madison St.
35. Cone Rothenburg & Noee, Inc.  
New York—10 East 40th Street  
Chicago—360 North Michigan Blvd.  
Detroit—3-124 General Motors Bldg.  
Atlanta—Glenn Building  
Kansas City—305 Coco-Cola Building  
St. Louis—312 Victoria Building
36. Conger & Moody  
Los Angeles—117 West Ninth St.  
San Francisco—Hearst Building
37. Cour, C. A.  
St. Louis—404 Globe Democratic Bldg.
38. Covington, Euclid M.  
New York—285 Madison Ave.
39. Crall Company, L. H.  
New York—225 Fifth Avenue  
Chicago—7 South Dearborn Street
40. Creel, Allan W.  
New York—15 East 40th Street
41. Cremen, J. J.  
Boston—554 New England Press Building
42. Cupit & Birch  
San Francisco—Kohl Bldg.  
Los Angeles—846 S. Broadway  
Seattle—Leary Building
43. David Company, George B.  
New York—110 East 42nd Street  
Chicago—400 N. Michigan Blvd.
44. Davies and Dillon  
Kansas City—15 West Tenth Street
45. Davis, R. H.  
Chicago—400 N. Michigan Ave.
46. DeClerque, Henry, Inc.  
Chicago—435 North Michigan Avenue  
New York—12 East 41st Street  
Los Angeles—117 W. Ninth Street  
San Francisco—Hearst Building  
Seattle—507 Leary Building
47. Devine-Tenney Corporation  
New York—103 Park Avenue  
Chicago—38 South Dearborn Street
48. Douglas, Robert E.  
Chicago—140 South Dearborn Street  
New York—See Wm. D. Ward
49. Druehl, Fred H.  
Rochester, N. Y.—14 Franklin St.
50. Eddy Company, Chas. H.  
New York—247 Park Avenue  
Chicago—410 No. Michigan Ave.  
Boston—294 Washington Street
51. Emory, Thomas  
San Francisco—1213 Russ Building
52. Farley, Robert S. (Financial & Steamship Advertising exclusively)  
New York—25 Beaver Street
53. Fawcett, Harwood Hoyt  
San Diego—612-13-14 Spreckles Theatre Building
54. Ferris, H. R.  
Seattle—White-Henry-Stuart Building
55. Fisher, Harry R. Company  
Chicago—5 South Wabash Avenue
56. Fitzpatrick, Keene  
San Francisco—820 Kohl Bldg.
57. Fletcher, R. A.  
New York—Room 2204-521 Fifth Ave.
58. Ford-Parsons-Stecher, Inc.  
Chicago—360 N. Michigan Avenue  
New York—271 Madison Avenue  
San Francisco—Sharon Bldg.  
Los Angeles—Western Pacific Bldg.  
Portland—Security Bldg.
59. Fralick, Bates & Alward, Inc.  
New York—270 Madison Avenue  
Chicago—605 N. Michigan Avenue  
San Francisco—Hearst Building  
Los Angeles—117 West 9th Street
60. Frost, Landis & Kohn  
Chicago—35 East Wacker Drive  
New York—250 Park Avenue  
Detroit—2—113 General Motors Bldg.  
Atlanta—Walton Building  
St. Louis—Security Building  
Charlotte, N. C.—930 Morehead St.  
Jacksonville, Fla.—2766 Park Street  
Pacific Coast—See Fred L. Hall Company, Inc.
61. Galbraith, J. D.  
Chicago—612 Hearst Building
62. Gilman, Nicoll & Ruthman  
Chicago—410 North Michigan Avenue  
New York—19 West 44th Street  
Detroit—2—226 General Motors Bldg.  
Boston—73 Tremont St.  
San Francisco—507 Montgomery Street
63. Gladding, Geo. M.  
Detroit—5-251 General Motors Building
64. Grant, A. D.  
Atlanta—711-12 Glenn Building
65. Gravure Service Corporation  
N. Y.—Graybar Bldg.  
Chicago—400 N. Michigan Avenue
66. Groom, J. K.  
Aurora, Ill.—Beacon News Building
68. Hamilton-DeLisser, Inc.  
New York—285 Madison Avenue  
Chicago—612 N. Michigan Avenue
69. Hanson, Harris V.  
New York—366 Fifth Avenue
70. Harris, J. C., Jr.  
Atlanta—617 Glenn Bldg.
71. Hartford, George  
Chicago—711 Hearst Bldg.
72. Henriquez, P. L.  
Chicago—435 N. Michigan Avenue
73. Hill, A. J. Norris Company  
San Francisco—5 Third Street  
Los Angeles—412 W. Sixth St.  
Seattle—Leary Building
74. Hobson, W. G.  
New York—9 East 40th Street
75. Hoffmeyer, T. C.  
San Francisco—625-626 Hearst Bldg.
76. Holland, John A., Agency  
Boston—68 Dovenshire Street
77. Holman & Connell  
San Francisco—241 Monadnock Bldg.
78. Howland & Howland  
New York—393 Seventh Avenue  
Chicago—360 N. Michigan Avenue
79. Huntsman, Inc., R. F. R.  
New York—Woolworth Tower
80. Ingraham-Powers, Inc.  
New York—350 Madison Ave.  
Chicago—180 N. Michigan Ave.  
Detroit—2—113 General Motors Bldg.  
Kansas City—Interstate Building  
Atlanta—904 Walton Bldg.
81. Inland Newspapers, Incorporated  
New York—512 Fifth Avenue  
Chicago—400 N. Michigan Avenue

## ADVERTISING REPRESENTATIVES OF NEWSPAPERS—(Continued)

82. Katz, E., Special Advertising Agency  
New York—58 West 40th Street  
Chicago—307 North Michigan Avenue  
Atlanta—806 Citizen and Southern Bank Building  
Dallas—Republic Bank Building  
Detroit—4-234 General Motors Bldg.  
Kansas City—Waldheim Building  
San Francisco—Monadnock Building
83. Keator, A. R.  
Chicago—8 South Dearborn Street
84. Kelly-Smith Company  
New York—Graybar Bldg.  
Chicago—211 W. Wacker Drive  
Detroit—General Motors Bldg.  
Boston—Waterman Building  
Philadelphia—260 Broad Street  
Atlanta—617 Glen Bldg.
85. Keough, J. B.  
Atlanta—Candler Building
86. Kimball, Fred, Incorporated  
New York—67 West 44th St.  
Philadelphia—1234 Real Estate Trust Building  
Pittsburgh—604 Chamber of Com. Bldg.  
Chicago—1514 Tribune Tower
87. Klein, I. A., Inc.  
New York—50 E. 42nd St.  
Chicago—410 N. Michigan Avenue  
St. Louis—502 Star Building  
Kansas City—306 Coca-Cola Bldg.
88. Klein, Joseph A. (Financial adv. exclusively)  
New York—42 Broadway
89. Koehler, H. A.  
Chicago—326 W. Madison Street
90. Kohn, George M., Inc.  
Atlanta—904 Walton Building
91. Krogness, C. George  
San Francisco—303 Crocker First Nat'l Bank Building  
Los Angeles—117 West 9th Street
92. LaCoste & Maxwell  
New York—45 West 34th Street  
Chicago—140 South Dearborn Street
93. Larson, C. A. and Associates  
New York—254 West 31st Street
94. Lederer, John H.  
Chicago—910 Hearst Building  
Detroit—5-117 General Motors Bldg.
95. Lorenzen & Thompson, Inc.  
Chicago—122 S. Michigan Avenue  
New York—19 West 44th Street  
Kansas City—306 Coca-Cola Building  
San Francisco—318 Kohl Building  
Los Angeles—846 Broadway  
Seattle—507 Leary Building  
Atlanta—904 Walton Bldg.
96. Lorentz, J. D.  
New York—154 Nassau Street
97. Lundgren, Julius W.  
Chicago—8 South Dearborn Street
98. Lutz, John E.  
Chicago—180 North Michigan Avenue
99. McClure, L. F.  
Chicago—737 N. Michigan Ave.  
Kansas City—Land Bank Building  
Cleveland—915 Guarantee Title Building
100. McCollum, J. A.  
St. Louis—915 Olive Street
101. McDevitt, George A. Company  
New York—250 Park Avenue  
Chicago—122 S. Michigan Avenue
102. McGinn, Neil D.  
Detroit—12-231 General Motors Bldg.
103. McKinney, J. P. & Son  
New York—19 West 44th St.  
Chicago—400 N. Michigan Avenue  
San Francisco—703 Market St.
104. McMahon, J. E.  
Chicago—326 W. Madison Street
105. Marsh, Martin L.  
New York—24 West 40th Street
106. Mathews, Julius, Special Agency, The  
Boston—1 Beacon Street  
New York—15 E. 40th Street  
Detroit—2457 Woodward Avenue  
Chicago—64 E. Lake Street
107. Middleton-Kimball Company  
Chicago—435 N. Michigan Ave.  
New York—67 W. 44th Street  
Phila.—Real Estate Trust Bldg.  
Pittsburgh—604 Chamber of Com. Bldg.
108. Miller, Charles E. Publishers' Representative, Inc.  
New York—Times Bldg.  
Chicago—See W. H. Stockwell
109. Mitchell, Ralph W.  
Kansas City—306 Coca-Cola Building
110. Mogensen, M. C. & Company, Inc.  
Chicago—360 North Michigan Avenue  
New York—100 East 42nd Street  
Detroit—2-113 General Motors Bldg.  
Portland—446 Morrison St.  
San Francisco—564 Market Street  
Los Angeles—433 S. Spring Street  
Seattle—603 Stewart St.
111. Mohr, Lee J.  
Chicago—435 North Michigan Avenue
112. Moloney, Herbert W.  
New York—342 Madison Avenue
113. Morton Company, Wm. J.  
New York—200 Fifth Avenue  
Chicago—410 North Michigan Avenue
114. Mulligan, Ralph R.  
New York—415 Lexington Avenue  
Chicago—See C. J. Anderson Special Agency
115. Murfey, E. T. R.  
Chicago—326 W. Madison Street
116. Neltz, Arthur G.  
Seattle—Leary Bldg.
117. New Jersey Newspapers, Inc.  
Chicago—123 West Madison Street  
New York—25 East 26th Street  
Boston—10 High Street  
Newark N. J.—487 Orange St.  
Philadelphia—1524 Chestnut St.
118. Northrup, Frank R.  
See Ingraham-Powers, Inc.
119. Northwest Daily Press Association  
Minneapolis—Palace Building
120. O'Flaherty's New York Suburban List, Inc.  
New York—228 East 45th St.
121. Oklahoma Dailies  
Chicago—180 N. Michigan Ave.  
New York—369 Lexington Ave.  
Dallas—Mercantile Bank Building  
Kansas City—Interstate Building
122. O'Mara & Ormsbee, Inc.  
New York—280 Madison Ave.  
Chicago—122 S. Michigan Avenue  
Los Angeles—Western Pacific Bldg.  
San Francisco—Monadnock Building  
Detroit—General Motors Building
123. Osborn, Guy S., Inc.  
Chicago—360 North Michigan Avenue  
Detroit—See J. Scolaro  
St. Louis—403 Globe-Democrat Building
124. Patterson, Kellogg M.  
Chicago—7 South Dearborn Street
125. Small, Spencer & Levings, Inc.  
Chicago—6 North Michigan Ave.  
New York—247 Park Ave.  
Boston—80 Boylston St.
126. Payne, Franklin S.  
Detroit—12-230 General Motors Bldg.
127. Payne-Hall, Inc.  
San Francisco—507 Montgomery St.  
Los Angeles—Chamber of Com. Bldg.  
Seattle—Leary Bldg.
128. Powell, Robert E.  
New York—29 West 34th Street
129. Powers and Stone, Inc.  
New York—369 Lexington Ave.  
Chicago—38 South Dearborn Street
130. Prudden, King & Prudden, Inc.  
New York—270 Madison Avenue  
Chicago—180 N. Michigan Avenue  
Los Angeles—Chamber of Com. Bldg.  
San Francisco—507 Montgomery Street  
Seattle—Leary Bldg.
131. Randall, D. J. & Company  
New York—347 Fifth Avenue
132. Reynolds-Fitzgerald, Inc.  
New York—2 West 45th Street  
Chicago—203 N. Wabash Avenue  
Philadelphia—1524 Chestnut Street  
Los Angeles—117 West 9th Street  
San Francisco—58 Sutter Street
133. Richards, F. St. J.  
New York—41 Park Row
134. Riegel, Jno. K.  
New York—110 East 42nd Street
135. Rockwood, Ralph K.  
Chicago—180 North Michigan Avenue
136. Roe-Stevens-Merritt Company, Inc.  
New York—11 West 42nd St.
137. Rosen, S. L.  
Dallas—Mercantile Bank Building
138. Scheerer, Inc.  
Chicago—35 East Wacker Drive  
New York—415 Lexington Ave.
139. Schmitt, William J.  
Detroit—4-136 General Motors Bldg.
140. Schulenburg, Carl A.  
St. Louis—509 Security Building
141. Scolaro, Jos. R.  
Detroit—3-242 General Motors Bldg.  
Chicago—See Guy S. Osborn, Inc.
142. Scripps-Howard Newspapers—Nat'l Advertising Dept.  
Chicago—400 North Michigan Avenue  
New York—230 Park Avenue  
Atlanta—101 Marietta Street  
Detroit—General Motors Building  
Los Angeles—1031 S. Broadway  
Philadelphia—260 S. Broad Street  
San Francisco—Monadnock Building
143. Shattuck, C. H.  
Chicago—333 N. Michigan Ave.
144. Shirk, David M.  
New York—9 E. 40th Street
145. Shull, Karl J.  
Los Angeles—Transportation Bldg.
146. Smith, A. F., Special Agency  
Philadelphia—1001 Chestnut Street  
Chicago—1411 Hartford Building
147. Speer, S. C.  
New York—285 Madison Avenue
148. Stockwell, W. H.  
Chicago—122 South Michigan Ave.  
New York—See Charles E. Miller
149. Story, Brooks & Finley, Inc.  
New York—New York Central Bldg.  
Chicago—76 E. Wacker Drive  
Philadelphia—2202 Fidelity Trust Bldg.  
San Francisco—See Conger and Moody  
Los Angeles—See Conger and Moody
150. Stypes, Arthur W., Inc.  
San Francisco—Sharon Bldg.  
Los Angeles—Western Pacific Bldg.  
Portland—Security Building
151. Suburban Advertisers Service  
New York—25 East 26th Street
152. Swan, Carroll J.  
Boston—931 Park Square Bldg.
153. Sweeney Co., John M.  
Boston—77 Summer Street
154. Texas Daily Press League  
Chicago—180 N. Michigan Ave.  
New York—369 Lexington Ave.  
Dallas—510 Mercantile Bank Bldg.  
Kansas City, Mo.—306 Coca-Cola Bldg.  
St. Louis—505 Star Building  
Los Angeles—1015 New Orpheum Bldg.  
San Francisco—318 Kohl Building  
Seattle—507 Leary Building
155. Theis & Simpson Company, Inc.  
New York—420 Lexington Ave.  
Chicago—75 E. Wacker Drive  
Detroit—General Motors Building  
Kansas City—305 Coca-Cola Bldg.
156. Verree & Conklin, Inc.  
New York—285 Madison Avenue  
Chicago—333 N. Michigan Ave.  
Detroit—321 Lafayette Blvd.  
San Francisco—681 Market Street
157. Wales, Franklin, E. & Co.  
Chicago—140 S. Dearborn Street
158. Wallis, I. S. & Son  
Chicago—38 S. Dearborn St.
159. Ward, James H.  
Detroit—12-230 General Motors Bldg.
160. Ward Robert E., Inc.  
Chicago—5 South Wabash Avenue  
New York—501 Fifth Avenue  
Detroit—General Motors Bldg.
161. Ward, W. D.  
New York—254 W. 31st Street  
Chicago—See Robert E. Douglas
162. Weaver-Stewart Company, Inc.  
New York—67 West 44th Street  
Chicago—180 N. Michigan Ave.  
Philadelphia—1234 Real Estate Trust Building  
Pitts.—604 Chamber of Com. Bldg.
163. Weishar, L. I.  
Chicago—1418 Century Bldg.
164. Wheeler, H. R.  
Boston—5 Winthrop Square
165. Williams, Lawrence & Cressmer Company  
New York—285 Madison Avenue  
Chicago—360 N. Michigan Ave.  
San Francisco—206 Chronicle Bldg.  
Los Angeles—433 S. Spring St.  
Seattle—White Henry Stuart Building
167. Woodward, John B., Inc.  
New York—110 E. 42nd Street
168. Woodward & Kelly  
Chicago—360 N. Michigan Avenue  
Cincinnati—Edwards Bldg.  
Detroit—408 Fine Arts Building  
Kansas City—306 Coca-Cola Building
169. Feldstein, L. & Co.  
Chicago—8 So. Dearborn St.
170. Blend, W. R.  
Chicago—Tribune Square
171. Blohm, George C.  
Atlanta—1335 Hurt Bldg.
172. Weyl, P. N.  
Boston—Chamber of Commerce Bldg.
173. Paulsen, Eric F.  
New York—1884 Broadway
174. Blish, A. R.  
Chicago—Tribune Tower
175. Bell, Tilton S.  
Boston—Old South Bldg.
176. Cour, C. A.  
St. Louis, Mo.
177. Boyd, Wm. B.  
New York—18 E. 41st St.
178. Provine, George  
Dallas, Tex.
179. Philadelphia Bulletin  
New York—247 Park Avenue



# ROTOGRAVURE SECTIONS OF NEWSPAPERS— CIRCULATIONS AND RATES

State, City and Newspaper	Total Circulation	Origin	Gross Rate Per Line	Representatives by key numbers*	State, City and Newspaper	Total Circulation	Origin	Gross Rate Per Line	Representatives by key numbers*
<b>ALABAMA</b>					<b>MARYLAND</b>				
BIRMINGHAM (222,400-600,000) News & Age-Herald (S)	122,078	ABC	.55f	70-84**	BALTIMORE (830,400-917,000) Sun (S)	194,455	ABC	.85	{37-64-91- 141-167
<b>CALIFORNIA</b>					<b>MASSACHUSETTS</b>				
FRESNO (64,000-125,000) Bee (S)	24,669	ABC	.16f	122	BOSTON (799,200-2,574,115) Herald (S)	150,517	ABC	.65	101
LONG BEACH (150,001-250,000) Press-Telegram (S)	44,587	ABC	.20f	165	NEW BEDFORD (125,000-160,000) Standard & Mercury (S)	27,045	ABC	.20f	50
LOS ANGELES (1,366,000) Times (S)	246,453	ABC	1.02	13-165	SPRINGFIELD (149,800-495,000) Union & Republican (S)	69,646	ABC	.30	42-84-152
SAN FRANCISCO (585,300-1,275,636) Chronicle (S)	162,176	ABC	.70	13-165	<b>MICHIGAN</b>				
<b>COLORADO</b>					DETROIT (1,378,900-1,800,000) Free Press (S) News (S)	309,826 382,857	ABC ABC	.75f .90f	156 87-98
DENVER (294,200-350,000) Rocky Mountain News (S)	70,120	ABC	.40f	142**	<b>MINNESOTA</b>				
<b>CONNECTICUT</b>					MINNEAPOLIS (456,698-530,000) Journal (S) Tribune (S)	161,813 170,704	ABC ABC	.50f .60	122 {91-123-141- 167**
HARTFORD (172,300-375,000) Courant (S)	61,740	ABC	.35	62**	ST. PAUL (312,900-383,000) Dispatch & Pioneer Press (S) News (S)	139,879 60,729	ABC ABC	.65 .25f	122 12-13-44-167
WATERBURY (117,395-160,000) Republican (S)	17,843	ABC	.15	62	<b>MISSOURI</b>				
<b>DELAWARE</b>					KANSAS CITY (391,000-730,000) Journal-Post (S) Star (S)	140,311 303,967	ABC ABC	.50 .85f	42-95 40-150-163**
WILMINGTON (128,500-255,000) Star (S)	12,700	ABC	.15f	78	ST. LOUIS (848,100-1,300,000) Globe Democrat (S) Post-Dispatch (S)	263,481 349,619	ABC ABC	.75f 1.10	{13-123-133- 141** 57-72- 109-110
<b>DIST. OF COLUMBIA</b>					<b>NEBRASKA</b>				
WASHINGTON (552,000-812,946) Post (S) Star (S)	86,323 111,314	ABC ABC	.40f .45f	14 27-98**	OMAHA (222,800-350,000) World-Herald (S)	132,079	ABC	.50f	122
<b>FLORIDA</b>					<b>NEW JERSEY</b>				
MIAMI (156,700-195,000) News (S)	26,311	ABC	.25f	70-87	NEWARK (473,600-1,000,000) Call (S)	90,788	ABC	.40	19
<b>GEORGIA</b>					<b>NEW YORK</b>				
ATLANTA (255,000-1,215,276) Constitution (S) Journal (S)	133,473 138,958	ABC ABC	.40 .40	13-84 17**	ALBANY (120,400-500,000) Knickerbocker Press (S)	49,615	ABC	.30	17**
<b>ILLINOIS</b>					BUFFALO (555,800-825,000) Courier Express (S) Times (S)	196,322 222,563	ABC ABC	.60f .45f	42-95** 142
CHICAGO (3,157,000-3,835,000) News (Wednesday) News (Saturday) Tribune (S)	432,994 432,994 1,235,442	ABC ABC ABC	.90 1.40 3.75	{64-91-167 56-170- 171-172	<b>NEW YORK (6,017,500-9,500,000)</b> Graphic (S) Herald Tribune Morning Telegraph (S) News (S) Post (Saturday) Times (S) World (S)	351,389 440,142 37,094 1,588,572 105,580 752,689 576,660	ABC ABC Govt ABC ABC ABC ABC	.85 1.55 .50 3.00 .75 2.20 2.00	143 84-152-156-168 None 56-111 37-123-141 13-62-123 42
PEORIA (84,500-161,757) Journal-Transcript (S) Star (S)	31,772 28,991	ABC ABC	.18 .15f	50 59**	ROCHESTER (328,200-600,000) Democrat & Chronicle (S)	92,115	ABC	.40f	103**
SPRINGFIELD (67,200-350,000) Illinois State Register (S)	29,924	ABC	.15f	156	SYRACUSE (199,300-450,000) Herald Post-Standard	77,853 67,698	ABC ABC	.35f .28f	122 14**
<b>INDIANA</b>					<b>OHIO</b>				
FORT WAYNE (105,300-300,000) News & Sentinel (Saturday)	47,592	ABC	.20f	2	CINCINNATI (413,700-888,000) Enquirer	184,000	ABC	.80	14
INDIANAPOLIS (382,100-875,000) Star (S)	155,661	ABC	.70f	84**	<b>CLEVELAND</b> (1,010,300-1,525,000) News Plain Dealer	204,419 296,884	ABC ABC	.85 1.00f	52-101 13-167-168**
SOUTH BEND (86,100-300,000) News-Times (S)	28,299	ABC	.15f	42-95**	COLUMBUS (299,000-641,695) Ohio State Journal (S)	51,964	Govt	.25f	149**
TERRE HAUTE (73,300-190,000) Tribune (S)	23,457	ABC	.15f	125-127	TOLEDO (313,200-717,418) Times (S)	59,022	Govt	.30	149
<b>IOWA</b>					YOUNGSTOWN (174,200-300,000) Vindicator (S)	31,190	ABC	.18f	84**
DES MOINES (151,900-890,858) Register (S)	177,754	ABC	.70f	{13-37-87- 123-141	<b>PENNSYLVANIA</b>				
<b>KANSAS</b>					PHILADELPHIA (2,064,200-3,000,000) Inquirer (S) Public Ledger (S)	508,538 492,390	ABC ABC	1.40 1.50	144-168** 13-22-64-123- 152
WICHITA (99,300-285,000) Eagle (S)	67,723	ABC	.30f	10					
<b>KENTUCKY</b>									
LOUISVILLE (329,400-668,948) Courier-Journal (S) Herald-Post (S)	158,120 74,835	ABC ABC	.60f .30f	10** 13-84					
<b>LOUISIANA</b>									
NEW ORLEANS (429,400-751,815) Times-Picayune (S)	138,170	ABC	.50f	13-35					

For names and addresses see Pages 268-269. f Indicates flat rate newspaper.  
\*\* Represented by Gravure Service Corp., New York and Chicago.

(Continued on outside column of next page)

# FOREIGN LANGUAGE NEWSPAPERS AND MAGAZINES PUBLISHED IN THE UNITED STATES—CIRCULATIONS AND RATES

State, City and Newspaper	Language	Total Circulation	Origin	Gross Rate Per Line	State, City and Newspaper	Language	Total Circulation	Origin	Gross Rate Per Line
<b>CALIFORNIA</b>					<b>OHIO</b>				
<b>LOS ANGELES</b>					<b>CLEVELAND</b>				
La Opinion (M)	Spanish	13,235	ABC	.06	Monitor Clevelandzki (E)	Polish	20,107	Govt	.09
La Opinion (S)	Spanish	14,975	ABC	.06	Wiadomosci Codzienne (E)	Polish	20,175	Govt	.08
<b>ILLINOIS</b>					<b>PENNSYLVANIA</b>				
<b>CHICAGO</b>					<b>PHILADELPHIA</b>				
Abendpost (E)	German	47,483	ABC	.25	Gazette-Democrat (M & S)	German	52,910	Govt	.25
Sonntagpost (S)	German	37,859	ABC	.25	Jewish World (M & S)	Hebrew	24,451	Govt	.18
Denni Hlasatel (M)	Bohemian	47,321	Govt	.10f	Tageblatt (M & S)	German	3,362	ABC	.15
Denni Hlasatel (S)	Bohemian	47,321	Govt	.10f	<b>SCRANTON</b>				
Dziennik Chicagoaki (E)	Polish	29,218	Govt	.12	Obrana (Semi-Weekly)	Slovak	17,663	ABC	.10
Dziennik Zwiaskowy (E)	Polish	37,206	ABC	.16f	<b>RHODE ISLAND</b>				
Dziennik Zwiaskowy (Weekly)	Polish	123,372	ABC	.35f	<b>WOONSOCKET</b>				
ly) National Circulation	Bohemian	46,215	Sworn	.12f	La Tribune (E)	French	3,600	ABC	.07
Hlasatel (Semi-Weekly)	Hebrew	39,365	ABC	.16f	La Defense (Weekly)	French	16,005	Sworn	.50
Jewish Daily Forward (E)	Swedish	68,222	ABC	.18f	<b>TEXAS</b>				
(Chicago Edition of New York Daily Forward)	Swedish	58,624	ABC	.18f	<b>SAN ANTONIO</b>				
Svenska Amerikanaren (Weekly) National Circulation	Bohemian	46,322	Govt	.10f	La Prensa (M) (National	Spanish	22,587	ABC	.09
Svenska Tribunen-Nyheter (Weekly) National Circulation	Bohemian	46,322	Govt	.12f	La Prensa (S) (Circulation	Spanish	32,669	ABC	.11
Swornost (E)					La Prensa (Weekly)	Spanish	8,104	ABC	.05
Swornost (S)					National Circulation				
<b>IOWA</b>					<b>WISCONSIN</b>				
<b>DECORAH</b>					<b>MILWAUKEE</b>				
Decorah - Posten (Semi-Weekly) National Distribution	Norwegian	41,642	ABC	.14f	Hausfrau (Monthly)	German	58,792	Sworn	.50f
<b>MASSACHUSETTS</b>					Herald & Sonntagspost (E & S)	German	27,698	Govt	.12f
<b>WORCESTER</b>					<b>SUPERIOR</b>				
L'Opinion Publique (E)	French	6,866	Govt	.08	Tyomies (Daily)	Finnish	13,750	Govt	.08
<b>MICHIGAN</b>					<b>ROTOGRAVURE SECTIONS OF NEWSPAPERS—CIRCULATIONS AND RATES (Continued)</b>				
<b>DETROIT</b>									
Rekord Codzienny (E)	Polish	20,465	ABC	.12					
<b>MINNESOTA</b>									
<b>MINNEAPOLIS</b>									
Minneapolis Tidende (Weekly)	{Norwegian-Danish	18,035	Sworn	.10f					
<b>ST. PAUL</b>									
Deutsche Farmer, Der (Semi-Monthly)	German	35,689	Sworn	.15f					
Minnehaha (Semi-Weekly)	German	24,742	Sworn	.07f					
Volkszeitung (E)	German	18,989	Govt	.07					
<b>WINONA</b>									
America-Herold & Lincoln Freie Presse (Weekly)	German	122,000	Guaranteed	.60f					
National Farmer & Haus und Bauernfreund (Weekly)	German	122,000	Guaranteed	.60f					
<b>NEW HAMPSHIRE</b>									
<b>MANCHESTER</b>									
L'Avenir National (E)	French	3,619	ABC	.08					
<b>NEW YORK</b>									
<b>BROOKLYN</b>									
Nordisk Tidende (Weekly)	Norwegian	12,706	ABC	.12f					
<b>BUFFALO</b>									
Dziennik Dla Wszystkich	Polish	28,481	Govt	.15					
<b>NEW YORK</b>									
Bollettino Della Sera (E & S)	Italian	57,685	Govt	.22					
Corriere d'America (M & S)	Italian	51,971	ABC	.25					
Jewish American Woman's Magazine & Gazette (Weekly)	Hebrew	69,380	Sworn	.20f					
Jewish Daily Forward (E&S)	Hebrew	136,149	ABC	.34f					
Jewish Day (E & S)	Hebrew	82,332	ABC	.27					
Jewish Morning Journal & Jewish Daily News (M&S)	Hebrew	94,945	ABC	.30					
La Prensa (M)	Spanish	14,816	ABC	.14					
New Yorker Volkszeitung (M & S)	German	22,620	Govt	.15					
Nowy Swiat (M & S)	Polish	15,664	ABC	.10f					
Nuovo Mondo, Il (M & S)	Italian	32,546	Govt	.15					
Progresso Italo-Americano	Italian	80,447	ABC	.30					
Russky Golos	Russian	23,514	Govt	.12					
Staats - Zeitung & Herold (M & E)	German	93,595	ABC	.30f					
Staats-Zeitung-Herold (S)	German	111,341	ABC	.35f					
<b>NORTH DAKOTA</b>									
<b>BISMARCK</b>									
Der Staats-Anzeiger	German	10,875	Sworn	.045					
</									

f Indicates flat rate newspaper

\*\*Represented by Gravure Service Corp., New York and Chicago.

\* For names and addresses see Pages 268-269.

## COUNTRY NEWSPAPER CIRCULATIONS AND RATES

The information given below is designed to assist advertisers in planning merchandising or advertising campaigns in rural or "country" districts. These figures take into account only papers which are members of the American Press Association. For more detailed information the A. P. A. Directory of Country Newspaper Rates must be consulted.

In quoting "display rate per inch," the maximum rate is used for daily papers which have a sliding scale. As a result, a reduction in rate per inch will occur according to the amount of space used in these dailies.

Of further assistance in planning campaigns, is the appended chart showing "How an Appropriation Spreads in Country News-

papers." This is based on a 13-insertion (once a week for three months) campaign.

Appropriation	Size of Insertions	No. of Papers	Circulation
\$ 1,000	4 & 5 inches.....	56	84,000
\$ 3,000	4 & 5 inches.....	168	252,000
\$ 5,000	4, 5 & 8 inches.....	214	321,000
\$10,000	5, 10 & 15 inches...	256	384,000
\$15,000	10, 15 & 20 inches..	256	384,000
\$20,000	5, 10, 15 & 20 inches	434	651,000
\$30,000	5, 10, 15 & 20 inches	652	978,000
\$40,000	10, 15 & 20 inches...	727	1,090,500
\$50,000	5, 10, 15 & 20 inches	1,162	1,743,000

STATES	DAILIES			WEEKLIES			TOTALS		
	No. of Papers	Circulation	Display Rate Per Inch	No. of Papers	Circulation	Display Rate Per Inch	Total No. of Papers	Total Circulation	Total Display Rate Per Inch
Alabama.....				79	131,221	\$ 26.19	79	131,221	\$ 26.19
Alaska.....	2	1,400	\$ 0.85	4	2,645	1.35	6	4,045	2.20
Arizona.....	2	4,379	.90	13	17,688	4.25	15	22,067	5.15
Arkansas.....	3	8,519	1.01	127	161,834	36.64½	130	170,353	37.65½
California.....	5	7,366	1.95	220	259,795	70.47	225	267,161	72.42
Colorado.....	5	6,316	1.65	124	121,033	35.74	129	127,349	37.39
Connecticut.....				25	40,255	7.52	25	40,255	7.52
Delaware.....				10	24,328	3.19	10	24,328	3.19
Florida.....				95	146,828	33.57½	95	146,828	33.57½
Georgia.....				145	239,203	42.57	145	239,203	42.57
Idaho.....	1	1,036	.30	68	67,603	18.96	69	68,639	19.26
Illinois.....	3	3,500	.75	383	523,022	107.32	386	526,522	108.07
Indiana.....	6	10,821	1.76	239	339,727	62.96	245	350,548	64.72
Iowa.....	2	3,750	.59	313	430,112	86.10½	315	433,862	86.69½
Kansas.....	1	1,500	.25	290	325,929	77.22½	291	327,429	77.47½
Kentucky.....	1	1,668	.20	125	241,576	37.99	126	243,244	38.19
Louisiana.....	1	576	.25	81	108,715	23.67	82	109,291	23.92
Maine.....				19	37,538	5.00	19	37,538	5.00
Maryland.....				46	88,589	14.56	46	88,589	14.56
Massachusetts.....	1	2,600	.25	109	162,217	37.32	110	164,817	37.57
Michigan.....				209	239,238	55.58	209	239,238	55.58
Minnesota.....	2	5,743	.80	331	397,077	92.95½	333	402,820	93.75½
Mississippi.....				75	119,041	24.75	75	119,041	24.75
Missouri.....	6	5,476	1.04	296	421,708	83.83½/10	302	428,184	85.17½/10
Montana.....				94	115,149	29.32½	94	115,149	29.32½
Nebraska.....				288	294,584	74.43½	288	294,584	74.43½
Nevada.....	1	525	.15	13	9,710	3.57½	14	10,235	3.72½
New Hampshire.....				31	35,653	7.70	31	35,653	7.70
New Jersey.....	1	1,150	.35	132	257,700	48.86	133	258,850	49.21
New Mexico.....				33	41,108	9.13	33	41,108	9.13
New York.....	3	5,833	.97	392	709,060	135.60½	395	714,893	136.57½
North Carolina.....				150	271,745	49.17½	150	271,745	49.17½
North Dakota.....				126	122,329	33.53½	126	122,329	33.53½
Ohio.....	5	13,909	1.40	236	401,090	69.02½	241	414,999	70.42½
Oklahoma.....	2	2,651	.74	235	326,567	70.34½	237	329,218	71.08½
Oregon.....				97	83,953	26.34	97	83,953	26.34
Pennsylvania.....	4	5,754	1.21	257	487,166	81.82	261	492,920	83.03
Rhode Island.....	1	3,567	.75	5	9,300	2.20	6	12,867	2.95
South Carolina.....				55	95,778	16.75	55	95,778	16.75
South Dakota.....				170	163,953	45.82	170	163,953	45.82
Tennessee.....	1	1,503	.30	102	167,226	13.78	103	168,729	14.08
Texas.....	6	7,387	1.42	335	443,518	100.39	341	450,905	101.81
Utah.....				30	32,266	9.09	30	32,266	9.09
Vermont.....				15	15,918	3.58	15	15,918	3.58
Virginia.....				67	158,248	27.31	67	158,248	27.31
Washington.....				132	144,124	41.83½	132	144,124	41.83½
West Virginia.....				77	147,478	23.21	77	147,478	23.21
Wisconsin.....	1	1,500	.30	215	287,441	60.58	216	288,941	60.88
Wyoming.....				38	36,546	11.15	38	36,546	11.15
TOTAL.....	66	108,429	20.14	6,751	9,504,532	1,984.26½/100	6,817	9,613,961	2,004.70½/100



# The Smokestack Towers Above the Silo in Country-Town America

*and the crowing of the  
rooster blends with the  
siren of the factory*

**N**OT long ago the silo was the skyscraper supreme of the countryside. Today the silo still stands, taller perhaps than ever before. But towering above it on the horizon of country-town America now appears the smokestack.

At one time the rooster's cock-a-doodle-doo split the early morning country air and quickly died away. Now its echo blends with the siren of the manufacturing plant. And soon after the farmer goes to the field, the small town dweller starts out for the factory.

Industry is migrating to country-town America.

Adequate transportation, extension of power supply into thousands of small towns, cheap land, low operating costs—all these are inviting industry to the small towns. With characteristic vision, industry is responding to the invitation. Therein lies the story of the new prosperity that is manifest in country-town America.

All things considered, country-town America today is a two-handed market, reaping a substantial income from agriculture with one hand, drawing wages from industry with the other—and *spending freely with both*. As a market for all things that national manufacturers sell, country-town America represents 60-million buyers with a spending power of 33-billion dollars.

Encouraging the new industrial trend with the same sincere interest it gives to agriculture, The Country Newspaper, as the sole interpreter of small town and farm life, is the major, all-important medium in the major, all-consuming market that is country-town America.

6,800 country newspapers with an aggregate circulation of ten millions are represented by

## American Press Association

225 West 39th Street, New York

CHICAGO  
122 S. Michigan Ave.

DETROIT  
2111 Woodward Ave.

KANSAS CITY  
Interstate Bldg.

BALTIMORE  
1008 Fidelity Bldg.

ATLANTA  
906 Walton Bldg.

Complete Your  
File of Rates and  
Essential Publica-  
tion Data with

### THE COMPLETE DIRECTORY OF COUNTRY NEWSPAPER RATES

—  
The  
Third Annual  
Edition  
Is a  
Fact-Packed  
Volume  
of  
367 Pages

—  
Listing up-to-date  
rates, circulations,  
mechanical data, and  
other publishing facts  
of ALL weekly, semi-  
weekly, and tri-week-  
ly newspapers in the  
United States and  
Canada.

—  
A necessary working  
tool to every national  
advertiser and adver-  
tising agency.

—  
Price \$3

## Average Income better than \$4000.00

330,000 families with an average income of \$4,188.88 provides a combination of both better-than-average homes with a mass market.

## Every Copy is Paid in Advance

No waste here. Extension Magazine has a 100 per cent net paid circulation in 330,000 homes. No cut rates, no newsstand, every copy goes right into the home of a possible prospect for you.

In Extension Magazine you will find an ideal testing ground for your product, combining a consumer audience with the larger buying power of many prosperous institutions.

## Extension Magazine

Number A B C

ROBERT P. O'BRIEN

Advertising Director

360 North Michigan Ave.

Chicago, Ill.

WILLIAMSON & BRADBURN

Eastern Representatives

171 Madison Avenue

New York City

## MAGAZINE CIRCULATIONS AND RATES

Magazines which carry the greatest volume of advertising in their respective fields are listed here. The monthlies are classified as: General, those having a general appeal; class, those whose contents are intended mainly for particular groups of readers; women's, those edited especially for women; and juvenile, those devoted to children. Weeklies, being less numerous, are put together. Magazines, in which space may be bought in groups are put in a separate category.

The rates quoted are the maximum page and line rates. Most of these rates were in effect June 15th, 1929. Exceptions to this rule are noted. Circulations are average A. B. C. figures for the six months ended December 31st, 1928, unless otherwise indicated.

MONTHLIES CLASS	Circulation (A. B. C. unless otherwise indicated)	Maximum Page Rate	Maximum Agate Line Rate
American Golfer.....	24,436	\$ 400.00	
American Home.....	91,626	1,250.00	\$2.05
American Legion Monthly.....	743,488	1,500.00	3.50
Antiquarian.....	*12,000	240.00	
Arts and Decoration.....	25,373	400.00	.75
Better Homes and Gardens.....	1,085,553	4,275.00	9.50
Columbia.....	720,383	1,800.00	2.75
Country Life.....	34,363	500.00	
Elks Magazine.....	*850,000	2,000.00	4.50
Etude.....	170,011	800.00	1.40
Extension Magazine.....	278,887	800.00	1.50
Field and Stream.....	117,187	575.00	1.45
Forbes.....	64,164	500.00	1.10
†Forest and Stream.....	102,040	400.00	1.00
House and Garden.....	127,688	1,400.00	
*House Beautiful.....	94,891	1,000.00	1.80
Hunting and Fishing Magazine.....	*325,115	1,500.00	3.50
Hygeia.....	*65,033	400.00	
International Studio.....	14,084	320.00	.65
Junior Home Magazine.....	134,638	750.00	
Kiwanis Magazine.....	104,032	400.00	1.00
†Magazine of Wall Street.....	81,503	650.00	1.60
Motor Boating.....	26,471	275.00	
Nation's Business.....	288,872	1,200.00	3.25
Normal Instructor and Primary Plans..	174,817	720.00	1.20
Outdoor America.....	123,691	575.00	
Outdoor Life—Recreation.....	102,648	575.00	
Parents Magazine, The.....	81,214	620.00	1.45
Physical Culture.....	288,695	875.00	2.55
Popular Mechanics Magazine.....	546,123	875.00	1.45
Popular Science Monthly.....	293,323	1,170.00	2.50
Psychology Magazine.....	100,979	400.00	1.20
*Radio Call Book Magazine.....	108,594	600.00	
†Radio Digest.....	107,396	450.00	1.25
Radio News.....	147,253	750.00	1.80
Rotarian.....	131,488	429.00	1.00
Science and Invention.....	113,113	375.00	.90
Scientific American.....	79,076	400.00	1.00
Sportsman.....	16,638	360.00	
Spur, The.....		400.00	
Theatre Magazine (The).....	42,366	600.00	1.25
Town and Country.....	*	400.00	.80
Yachting.....	17,003	200.00	
Your Home.....	43,602	375.00	.90
GENERAL			
†Adventure.....	113,437	220.00	1.00
American Magazine.....	2,178,693	5,000.00	12.00
American Mercury.....	69,091	350.00	
Asia Magazine.....	57,722	600.00	
Atlantic Monthly.....	130,372	460.00	2.25
Blade and Ledger.....	*1,250,000	3,247.00	5.00
Blue Book Magazine.....	165,903	250.00	1.25
*College Humor.....	242,536	1,070.00	2.50
Comfort.....	1,120,959	3,392.00	5.00
*Cosmopolitan.....	1,620,222	4,200.00	11.00
Current History Magazine.....	61,620	200.00	1.00
Dream World.....	253,267	500.00	1.25
Forum.....	87,652	450.00	1.20
Golden Book Magazine.....	119,711	600.00	1.60
Harper's Magazine.....	120,150	430.00	2.00
Mentor.....	91,903	400.00	1.00
Motion Picture Classic.....	177,012	550.00	1.30
Motion Picture Magazine.....	333,934	1,000.00	2.40
National Geographic Magazine.....	1,164,304	2,600.00	
Photoplay Magazine.....	560,650	1,500.00	3.75
Picture Play.....	152,012	450.00	1.10
Red Book Magazine.....	791,219	2,000.00	5.00
Review of Reviews.....	171,681	600.00	1.60
Screenland.....	114,868	315.00	.75
Scribner's Magazine.....	80,646	360.00	1.80

(Continued on Second Page Following.)

\*Not A. B. C. †Published Semi-Monthly. ††Published Every Other Week.  
†Published Quarterly. \*See Page 414. \*See Page 135. \*See Page 99.  
\*See Page 133.

---

---

# What Product or Service Have You to Sell?

## Automobiles—Accessories?

A careful check reveals that every 100 Rotarians own 110 automobiles—nearly 150,000 cars among the 135,000 Rotarian families. Estimate the investment for yourself—the replacement probabilities—the multi-million dollar market for accessories and supplies!

## Wearing Apparel?

Rotarians—because they are the leading business and professional men of their communities, are well dressed. Estimating conservatively, they spend at least \$67,500,000.00 annually for wearing apparel, leaving out of consideration entirely the apparel expenditures of their families. Their shoe bills alone are estimated at \$2,700,000.00; their haberdashery bills at \$13,837,500.00.

## Radio?

As far back as five years ago, an investigation disclosed the fact that Rotarian families had invested nearly \$7,000,000.00 in radio—and five years is a long time in this giant young industry. With radio's

rapid changes and improvements, the Rotarian group represents, not a "saturated" market, but the finest of all markets for future sales.

## Transportation?

Five hundred Rotarians, based only on the records of their visits to other Rotary Clubs, traveled 1,527,342 miles last year. Five per cent of them traveled abroad. Applying these figures to the entire membership of more than 3,000 clubs would indicate a travel mileage, at home and abroad, that is stupendous—and travel costs running into many millions of dollars.

## Office Equipment and Supplies?

Almost without exception, Rotarians are in position to direct large purchases of office equipment and supplies. They are business executives and professional men. More than 2,400 of them are dealers in office appliances. In the aggregate, their purchases of this class of merchandise total many millions annually.

**W**HATEVER your product or service, THE ROTARIAN gives you favorable entree to a select "class" market of more than 135,000 family heads—successful in business, public spirited, forward looking. They earn far greater than the average income, are able to buy the things you have to sell, receptive to intelligent sales appeal, influential among their friends and business associates.

There is no line of merchandise or service for which Rotarians are not better-than-average prospects and THE ROTARIAN a better-than-average medium through which to reach them.

*Color is available at small extra cost—2-color inside pages and 4-color process covers and inserts. Write for complete information to*

# THE ROTARIAN

WELLS W. CONSTANTINE  
Eastern Representative  
7 W. 16th Street  
New York, N. Y.

—The Magazine of Service—  
Chicago Evening Post Building, Chicago

F. W. HENKEL  
Midwest Representative  
306 S. Wabash Avenue  
Chicago, Illinois

---

---



# The Cream of the Southern Market

**I** NTEREST, reliability, buying power, responsiveness! . . . these are the qualities of the 1,092,222 readers whom you can reach through our list of

**3 Monthlies**

**3 Quarterlies**

**1 Weekly Newspaper**

A true cross-section of America's fastest growing market, where advertising has proved resultful for leading national advertisers and agencies for more than a quarter century. Essential to an adequate coverage of the rich, modern South.

*For detailed information  
see listing in Standard  
Rate & Data Service Book*

## LAMAR & WHITMORE

E. M. McNEILL, Advertising Manager

*"We Cover the South"*

810 Broadway

Nashville, Tenn.

## MAGAZINE CIRCULATIONS AND RATES (Continued)

MONTHLIES GENERAL (Cont.)	Circulation (A. B. C. unless otherwise indicated)	Maximum Page Rate	Maximum Agate Line Rate
Smart Set.....	367,404	\$ 850.00	\$ 2.00
Sunset Magazine.....	126,923	600.00	1.50
True Detective Mysteries.....	183,463	500.00	1.25
True Experiences.....	117,320	200.00	.50
True Romances.....	576,182	1,100.00	2.75
True Story.....	2,060,825	4,000.00	11.00
Vanity Fair.....	83,239	900.00	.....
World's Work.....	142,595	700.00	.....
<b>JUVENILE</b>			
American Boy.....	291,758	1,700.00	3.00
American Girl.....	51,514	235.00	.55
Boys' Life.....	185,496	1,190.00	1.75
Child Life.....	197,103	800.00	2.25
Handbook for Boys.....	100,507	200.00	.....
Open Road for Boys.....	*77,781	540.00	1.30
St. Nicholas.....	49,636	350.00	1.50
Scouting.....	64,960	200.00	.50
Youth's Companion.....	230,930	1,200.00	1.85
<b>WOMEN'S</b>			
Butterick Quarterly.....	*600,000	3,600.00	.....
Delineator.....	1,931,604	8,400.00	12.75
Farmer's Wife.....	859,918	3,000.00	4.75
Fashionable Dress.....	120,135	1,000.00	.....
Gentlewoman.....	1,083,450	3,000.00	6.00
Good Housekeeping.....	1,645,602	5,600.00	13.25
Harper's Bazaar.....	101,058	1,400.00	.....
Holland's Magazine.....	358,330	1,890.00	.....
Household Magazine.....	1,670,379	5,700.00	8.50
Ladies' Home Journal.....	2,538,412	9,500.00	15.00
McCall's Magazine.....	2,350,024	8,200.00	12.50
McCall's Quarterlies.....	426,594	3,000.00	.....
Modern Homemaking.....	650,000	1,750.00	3.25
Modern Priscilla.....	619,361	2,250.00	4.00
Mother's Home Life.....	789,476	2,700.00	5.00
Needlecraft Magazine.....	1,026,523	3,600.00	6.00
People's Home Journal.....	963,265	2,475.00	5.50
People's Popular Monthly.....	1,325,000	4,500.00	.....
Pictorial Review.....	2,523,824	8,500.00	13.00
Pictorial Review Quarterly Fashion Book.....	355,406	2,500.00	.....
Vogue.....	136,143	1,500.00	.....
Vogue Pattern Book.....	151,502	1,400.00	.....
Woman's Home Companion.....	2,274,567	8,800.00	13.25
Woman's World.....	1,231,160	4,400.00	6.50
<b>GROUPS</b>			
All Fiction Field.....	*2,235,000	2,900.00	14.00
Amazing Stories—Science and Invention Combination.....	*100,000	160.00	.40
Big Four Magazines.....	521,639	2,250.00	.....
Executive Magazine Group.....	819,866	\$6,000.00	.....
Fiction House Group.....	735,442	700.00	3.50
Munsey Combination.....	387,663	630.00	3.00
Nast Group.....	347,070	3,650.00	.....
Newsstand Group.....	*100,000	1,200.00	5.50
Quality Three.....	331,168	1,175.00	.....
Street and Smith Combination.....	1,128,372	1,700.00	8.00
<b>WEEKLIES</b>			
American Home Journal.....	559,705	1,443.25	.75
American Weekly.....	5,453,902	15,500.00	8.50
Business Week, The.....	**	600.00	1.55
The Christian Herald.....	211,073	1,086.00	1.75
Christian Science Monitor.....	130,362	.....	.40
Collier's.....	1,703,757	5,000.00	7.75
Fellowship Forum.....	394,610	1,806.00	.75
Financial World.....	56,924	450.00	1.00
Grit.....	358,311	630.00	1.50
Judge.....	178,937	1,000.00	2.50
Liberty.....	1,528,796	4,250.00	.....
Life.....	144,700	900.00	2.10
Literary Digest.....	1,450,801	4,000.00	9.00
Mid-Week Pictorial.....	53,199	250.00	.35
Nation.....	40,106	200.00	.85
New York Herald Tribune Magazine.....	327,238	600.00	.80
New York Home Journal.....	634,438	2,380.00	1.25
New York Times Magazine.....	752,869	1,404.00	1.35
New Yorker.....	69,517	700.00	1.75
Outlook and Independent.....	73,397	400.00	1.00
Pathfinder.....	745,450	1,200.00	3.00
Saturday Evening Post.....	2,784,756	8,000.00	12.00
Time.....	197,305	1,200.00	3.30

\*Formerly Magazine of Business. See Pages 68, 69. Estimated A. B. C. circulation 75,000. †Published Quarterly. §Four-Color Rate. †See Page 106. ‡See Page 137. \*See Page 99. †See Page 241 (Daily). ‡See Page 247. \*Not. A. B. C.

In the Better Homes of the Bigger Towns



**L**ET the influence of the boy work for you in the home.

Boys can be appealed to for their own immediate wants, for their influence at home today, in college tomorrow and finally in the world at large.

Advertising in BOYS' LIFE reaches the boy in his own publication. Records and investigations show that 84½ per cent of the subscribers are from average or better than average homes.

BOYS' LIFE reaches an organized quality market for the advertiser of quality products.

## BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

2 Park Avenue, New York

37 So. Wabash Ave.  
Chicago

Lincoln Bldg.  
Los Angeles

540 Old South Building  
Boston, Mass.

## AGRICULTURAL PUBLICATION CIRCULATIONS AND RATES

Agricultural Publications which carry the greatest volume of advertising in their respective fields are listed here. The rates quoted are the maximum line rates. Circulations are average A. B. C. figures for the six months ended December 31st, 1928, unless otherwise indicated. Territorial Distribution by A. B. C. Districts is shown. The states comprising each district are as follows:

New England.....Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut.  
Middle Atlantic.....New York, New Jersey, Pennsylvania.  
South Atlantic.....Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida.

East North Central..Ohio, Indiana, Illinois, Michigan, Wisconsin.

East South Central..Kentucky, Tennessee, Alabama, Mississippi

West North Central..Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas.

West South Central..Arkansas, Louisiana, Oklahoma, Texas.

Mountain States...Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada.

Pacific States.....Washington, Oregon, California.

Miscellaneous.....Unclassified, Canada, United States Possessions and Foreign.

Publication	Issued	Maximum Line Rate	A. B. C. Circulation	TERRITORIAL DISTRIBUTION (Given for A. B. C. Members Only)									
				New England	Middle Atlantic	South Atlantic	East North Central	East South Central	West North Central	West South Central	Mountain	Pacific	Miscellaneous
Amer. Agriculturist, New York..	W	.85	147,327	9,634	135,766	4,096	466						915
Amer. Farming, Chicago.....	M	5.00	*865,242	32,273	55,549	18,035	52,553	8,416	25,039	18,806	4,971	15,923	974
Amer. Fruit Grower, Chicago..	M	2.25	221,187	9,255	22,626	28,835	63,178	23,371	31,662	12,244	7,749	8,762	4,864
Amer. Poultry Journal, Chicago..	M	2.00	185,126	894	4,649	3,496	20,778	3,105	11,458	2,663	1,866	1,199	1,027
Amer. Swineherd, Chicago.....	M	.50	48,405										
Calif. Cultivator, Los Angeles...	W	.36	45,963									2,123	45,868
*Capper's Farmer, Topeka, Kans..	M	4.50	849,851	2,144	10,941	14,623	146,320	8,194	424,468	187,044	57,274	18,088	346
*Capper's Weekly, Topeka, Kans..	W	1.25	373,465				7,662	130	277,271	60,032	24,627	3,842	1,740
†Clover Leaf Weeklies, St. Paul Minn.	W	1.50	*460,396										1,714
Comfort, Augusta, Me.....	M	5.00	1,120,959	21,062	87,179	216,575	192,492	166,661	161,732	183,375	45,005	43,058	2,629
Commercial Appeal, Memphis...	W	.25	60,849			3,059		40,138	1,019	14,252			66
Constitution Tri-Wkly., Atlanta...	T-W	.40	46,307	67	240	21,095	663	16,854	554	4,272	160	87	110,075
†Corn Belt Farm Dailies, Chicago..	D	.35	*104,287										
Country Gentleman, Philadelphia	M	7.00	1,577,165	16,882	264,993	128,377	329,106	67,300	290,969	96,125	87,046	142,703	
Daily Drivers Journal, Chicago..	D	.15	*40,484										
Journal-Stockman, Omaha.....	D	.09	*23,948										262
Live Stock Reporter, St. Louis...	D	.06	*9,903										
Dairy Farmer, Des Moines, Iowa...	M	2.00	247,808	5,605	33,445	6,087	73,067	3,460	105,644	8,128	7,681	12,424	2,248
†Dairymen's League News, N. Y.	W	.50	*56,095										
Dakota Farmer, Aberdeen, S. D.	S-M	.75	*87,359						84,521		2,076		2,248
Everybody's Poultry Magazine,													
Hanover, Pa.....	M	1.00	*										
Farm & Fireside, New York.....	M	6.00	1,290,676	59,737	170,310	94,295	306,162	54,602	354,837	96,707	78,911	103,723	3,503
Farm & Live Stock Record, Jack-													
sonville.....	M	.15	32,057	169	830	11,824	2,523	4,053	3,814	7,207	346	27	18
Farm and Ranch, Dallas, Tex....	W	1.00	139,614	5	33	164	132	394	221	136,097	2,197	221	87
†Farmer & Farm, Stock & Home,	W	1.60	†				6,121		153,636		1,566		2,318
St. Paul, Minn.....													
Farmer & Breeder, Sioux Falls, S.D.	S-M	.50	46,576						41,344				495
*Farmer's Wife, St. Paul, Minn...	M	5.25	859,918	22,108	181,887	69,180	279,053	24,755	284,924	17,399	14,535	7,969	480
Farm Journal, Philadelphia.....	M	7.50	1,352,452	93,705	217,333	83,413	415,297	38,839	352,345	98,173	42,778	62,331	4,696
Farm Life, Spencer, Ind.....	M	6.00	1,114,658	49,517	151,597	146,471	313,426	102,692	233,528	58,152	35,614	31,699	713
Farm Mechanics, Chicago, Ill....	M	1.75	*190,000										
Hoard's Dairyman, Fort Atkin-													
son, Wisc.....	S-M	1.25	142,051	3,044	15,528	5,379	78,374	4,091	28,119	4,427	5,249	4,951	1,499
Idaho Farmer, Spokane, Wash...	W	.27	31,440				43		139		29,409	1,466	74
Illinois Farmer, Chicago.....	S-M	1.00	155,980				153,013						2,203
Ind. Farmers Guide, Huntington...	W	1.00	157,798				159,881	351					582
Iowa Homestead, Des Moines...	W	1.10	165,291				5,603		162,549				1,339
Kansas City Star, Kans. City, Mo.	W	1.25	463,976	104	555	702	1,902	620	302,190	137,191	17,995	1,422	118
Kansas Farmer (Mail & Breze),													
Topeka, Kans.....	W	.90	123,766				71		109,908	752	14,543	142	55
Michigan Farmer, Detroit.....	W	1.00	157,776				156,862						95
Missouri Farmer, Columbia, Mo.	S-M	.50	25,168		2	9	33	5	25,102	13	18	9	3
Missouri Ruralist, St. Louis...	S-M	1.00	151,523				15,788		129,156	5,283	157		655
Montana Farmer, Great Falls...	S-M	.26	28,469						477		29,050	261	247
National Farm News, Washington	M	.75	174,187	2,166	21,460	44,834	39,631	31,172	60,313	28,477	16,341	6,070	84
Nebraska Farmer, Lincoln, Nebr.	W	.85	118,428						109,570		8,596		1,136
New Breeder's Gazette, Chicago...	M	.75	97,780	1,707	5,461	5,082	31,448	5,649	35,188	3,915	7,150	2,468	1,362
New England Homestead, Spring-													
field, Mass.....	W	.60	83,604	83,214									1,436
Ohio Farmer, Cleveland, Ohio...	W	1.10	180,591	15,845	1,234	162,553	1,124						1,120
Oklahoma Farmer - Stockman,													
Oklahoma City.....	S-M	1.25	189,616	5	51	99	250	257	4,667	182,814	994	311	19
Oregon Farmer, Spokane, Wash...	W	.30	33,709								205	32,494	19.2
Pacific Rural Press, San Francisco	W	.37	48,420								667	48,475	892
Pennsylvania Farmer, Pittsburgh.	W	1.00	174,118		143,407	24,885							429
Poultry Tribune, Mt. Morris, Ill.	M	2.00	187,955	9,565	29,323	14,327	52,848	6,997	29,823	23,731	6,454	7,815	17,378
Prairie Farmer, Chicago.....	W	1.50	249,306				248,095		158,714		188,763		3,255
Progressive Farmer & Farm Wo-													
man, Birmingham, Ala.....	W	2.90	495,968			206,816		158,714		188,763			5,949
Rural New Yorker, New York...	W	1.25	249,723	48,689	169,049	12,637	16,850	790	1,694	397	546	1,186	341
Farm News, Dallas, Texas.....	S-W	.90	134,096							134,325	3,009		1,127
Southern Agriculturist, Nashville,													
Tenn.....	S-M	3.50	535,341			246,104	3,242	265,542	2,240	101,104			915
*Southern Planter, Richmond, Va.	S-M	1.10	202,652			185,536		15,160					12,357
Southern Ruralist, Atlanta, Ga...	S-M	2.75	472,456			276,845		176,960		43,282			6,551
†Standard Farm Field, Chicago...	M	12000.00	2,482,740										
(4-Color Inserts)													
†Standard Farm Field, Chicago...	M	10500.00	2,482,740										25,384
(2-Color Inserts)													
†Standard Farm Paper Unit, San													
Francisco, Cal.....	M	14.55	2,732,043	14,385	316,007	247,492	804,477	169,578	681,381	203,140	37,734	7,561	
Standard Poultry Journal, Pleas-													
ant Hill, Mo.....	M	1.00	*120,000										482
Successful Farming, Des Moines...	M	6.00	1,025,257	23,446	68,087	32,994	376,151	25,072	404,911	39,189	27,822	19,690	
Spokesman Review, Spokane...	S-W	.12	14,307								6,521	7,018	663
Utah Farmer, Salt Lake City...	S-M	.20	19,369								19,606		172
Wallace's Farmer, Des Moines, Ia.	W	.85	123,521				6,268		116,503				5,341
Washington Farmer, Spokane...	W	.40	53,161								510	50,771	505
Western Farm Life, Denver, Col.	S-M	.65	77,139						12,059		67,110		405
Wisconsin Agriculturist & Farmer,													
Racine, Wisc.....	W	1.00	†										

\*Not A. B. C.  
†Combination.

‡Consolidated recently. Circulation figures not available yet.  
†Page Rate. ‡Rate for Insert.

§See Page 100. ¶See Page 102.  
\*\*See Page 101. \*\*\*See Page 137.



# Sales Managers

*Let this map help you chart  
your business in the South*



In the development of Southern business, Southern Agriculturist with its accessible circulation (now upwards of 650,000) and its intimate association with jobbers, is in admirable position to give valuable sales assistance—and does it.

A still further service, available without cost, is through Farm Trade News, thereby reaching these jobbers and most worth-while retailers in the South, with news of special advertising and sales plans.

**D**ESIGNED for the especial convenience of Sales Managers and others interested in planning and charting their Southern business. Size 16" x 19", printed on heavy paper in five colors. Unlike other maps, and Sales Managers have told us it is better.

Extent of each district with its principal jobbing city and counties in the district clearly shown.

With each map, we also send a black and white outline county and state map suitable for coloring to meet special needs.

Sales Managers who have not already received these maps will find it worth while to write for a set.

Southern Agriculturist is the only Southern farm paper giving cover positions in four colors. Samples of color work sent on request.

**LET US SEND YOU INFORMATION SHOWING THE GREAT  
SOUTHERN OPPORTUNITY FOR YOUR PRODUCTS**

## SOUTHERN AGRICULTURIST

*"The Giant of the South"*

B. KIRK RANKIN, *Publisher*

NASHVILLE, TENNESSEE

RIDDLE & YOUNG COMPANY, *Special Representative*  
CHICAGO—NEW YORK—KANSAS CITY—SAN FRANCISCO

# BUSINESS PAPER CIRCULATIONS AND RATES

Business papers which carry the greatest volume of advertising in their respective fields are listed here. They are classified according to reader appeal. The rates quoted are: first, the one-time page rate; second, the every issue rate. Most of these rates were in effect October 1st, 1929. Circulations are average

ABC figures for the six months ending December 31, 1928, unless otherwise indicated. Period of issuance is indicated by abbreviations; i.e.: An—Annually; Qu—Quarterly; M—Monthly; S-M—Semi-Monthly; W—Weekly; EOW—Every Other Week.

Publication	Issued	ABC Circulation (unless otherwise indicated)	One-Time Page Rate	Every Issue and Rate	Publication	Issued	ABC Circulation (unless otherwise indicated)	One-Time Page Rate	Every Issue and Rate
<b>Advertising</b>					<b>Canning, Drying and Preserving</b>				
Advertising and Selling.....	EOW	9,786	160.00	140.00	Canning Age.....	M	3,824	150.00	100.00
Class and Industrial Marketing.....	M	3,234	115.00	85.00	<b>Carpets and Rugs</b>				
Postage and The Mailbag.....	M	10	125.00		Home Furnishings.....	M	13,280	300.00	225.00
Printers' Ink.....	W	22,264	135.00		Rug Profits.....	M	10,129 <sup>2</sup>	150.00	125.00
Printer's Ink Monthly.....	M	18,468	225.00		<b>Cement and Concrete</b>				
Sales Management.....	W	13,752	175.00	140.00	Concrete.....	M	5,918	125.00	100.00
Southern Advertising and Publishing.....	M	10	99.00	81.00	<b>Chain Stores</b>				
Standard Rate and Data Service.....	M	2,605	110.00	90.00	Chain Store Age.....	M	10,973 <sup>1</sup>	250.00	200.00
Western Advertising.....	M	10	120.00	96.00	Chain Store Review.....	M	32,402 <sup>2</sup>	270.00	234.00
<b>Amusements</b>					<b>Chemical Engineering and Chemistry</b>				
Billboard, The.....	W	49,024	350.00		Chemical and Metallurgical Eng'ring.....	M	11,047	210.00	180.00
Variety.....	W	10	600.00		Chemical Engineering Catalog.....	An	10,000 <sup>3</sup>	250.00	
<b>Architecture</b>					<b>Cleaning and Dyeing</b>				
American Architect.....	M	8,100	225.00	150.00	National Cleaner and Dyer.....	M	8,894	200.00	125.00
Architect.....	M	4,107	165.00	150.00	<b>Clothing and Furnishing Goods (Men's)</b>				
Architectural Forum.....	M	8,379	280.00	200.00	Haberdasher and Clothier, The.....	M	4,787	150.00	100.00
Architectural Record.....	M	11,163	220.00	200.00	Men's Wear and Men's Wear Chicago	S-M	14,158	270.00	136.00
Architecture.....	M	7,223	165.00	135.00	Apparel Gazette.....				
Pencil Points.....	M	16,182	220.00	200.00	<b>Clothing &amp; Furnishing Goods (Women's)</b>				
Sweet's Architectural Catalogues.....	An	13,000 <sup>4</sup>	250.00		Style Sources.....	S-M	21,006	300.00	170.00
<b>Automobiles and Accessories</b>					Women's Wear Daily.....	D	28,018	15 <sup>4</sup>	
Automobile Digest.....	M	61,480	312.50	250.00	<b>Confectionery and Soda Fountain</b>				
Automobile Trade Journal and Motor	M	53,973 <sup>7</sup>	425.00	350.00	Confectioners Journal.....	M	3,362	100.00	75.00
Age.....	D	10,646 <sup>8</sup>	35 <sup>4</sup>		Soda Fountain.....	M	60,000 <sup>9</sup>	450.00	300.00
Automotive Daily News.....	M	7,200 <sup>1</sup>	115.00	90.00	<b>Dental</b>				
Automotive Electricity.....	Q	20,000 <sup>1</sup>	125.00	100.00	Journal American Dental Association	M	36,246	140.00	112.50
Automotive Industrial Red Book.....	W	6,891	125.00	100.00	<b>Drugs, Pharmaceuticals, etc.</b>				
Automotive Industries.....	M	84,017 <sup>2</sup>	325.00	275.00	American Druggist.....	M	17,819	300.00	250.00
Automotive Merchandising.....	Qu	10	255.00		Drug Topics.....	M	53,292 <sup>1</sup>	200.00	165.00
Chilton Catalog and Directory.....	M	49,854	450.00	360.00	Drug Trade News.....	EOW	2,218 <sup>1</sup>	175.00	112.00
Motor.....	M	7,861	200.00	160.00	Druggists Circular.....	M	20,363 <sup>2</sup>	220.00	180.00
Motor World Wholesale.....	M	7,861	200.00	160.00	Pacific Drug Review.....	M	10	60.00	48.00
<b>Aviation</b>					<b>Dry Goods</b>				
Aero Digest.....	M	62,875 <sup>1</sup>	156.00	132.60	Dry Goods Economist.....	W	15,282	300.00	150.00
Aeronautics.....	M	74,133	250.00	210.00	Dry Goods Merchants' Trade Journal	S-M	13,350	300.00	225.00
Air Transportation.....	W	3,478 <sup>1</sup>	165.00	90.00	Retail Ledger.....	M	16,276	85 <sup>4</sup>	
Airway Age.....	M	7,704	195.00	150.00	Sweater News & Knitted Outerwear..	M	10	70,000	70,000
Aviation.....	W	19,144	200.00	150.00	Underwear & Hosiery Review.....	M	8,000 <sup>3</sup>	150.00	100.00
Chilton Aero Directory and Catalog..	An	10	150.00		<b>Educational</b>				
<b>Baking</b>					American School Board Journal.....	M	12,775	156.00	120.00
Bakers' Helper.....	EOW	8,770	136.00	90.00	Industrial Arts Magazine.....	M	8,773	100.00	72.00
American Independent Baker.....	W	10	60.00		Industrial Education Magazine.....	M	86,077	94.00	66.00
Bakers' Weekly.....	W	12,682	150.00	100.00	<b>Electrical</b>				
<b>Banking</b>					Electrical Merchandising.....	M	17,404	250.00	225.00
American Bankers' Association Jour- nal.....	M	31,241	375.00	250.00	Electrical Record.....	M	17,702	275.00	230.00
Bankers' Monthly.....	M	3,889	180.00	150.00	Electrical West.....	M	5,452	150.00	120.00
Burroughs Clearing House.....	M	67,081 <sup>2</sup>	300.00		Electrical World.....	W	16,987	200.00	150.00
<b>Barbers, Hairdressers, Manicurists, etc.</b>					Electricity on the Farm.....	M	5,202 <sup>1</sup>	100.00	75.00
American Hairdresser.....	M	19,931	170.00	140.00	Jobber's Salesman.....	M	4,883	210.00	140.00
Beautician.....	M	30,765 <sup>1</sup>	135.00	100.00	<b>Engineering and Contracting</b>				
Modern Beauty Shop.....	M	19,943	200.00	150.00	American Contractor.....	W	7,522	128.00	96.00
<b>Barrels, Boxes, Packages</b>					Constructive Methods.....	M	29,375	250.00	200.00
Modern Packaging.....	M	9,000 <sup>2</sup>	160.00	140.00	Engineering and Contracting.....	W	24,176	210.00	165.00
Shears.....	M	1,902	65.00	55.00	Engineering News-Record.....	W	29,792	200.00	150.00
<b>Books and Book Trade</b>					<b>Explosives</b>				
Publishers' Weekly.....	W	10	75.00	56.25	Explosives Engineer.....	M	5,838	125.00	
<b>Brick, Tile, Building Materials</b>					<b>Export</b>				
Brick and Clay Record.....	EOW	2,782	125.00	75.00	American Exporter.....	10	11,364 <sup>1</sup>		350.00
<b>Building</b>					Pacific World Commerce.....	10	100.00	75.00	
American Builder.....	M	65,647	500.00	400.00	<b>Farm Implements</b>				
American Contractor.....	W	7,522	128.00	96.00	Farm Implement News.....	W	7,642	120.00	90.00
Building Age.....	M	59,220	425.00	360.00	<b>Financial</b>				
Building Developer.....	M	7	140.00	115.00	Analyst, The.....	W	10	40 <sup>6</sup>	
Building Investment.....	M	6,000 <sup>3</sup>	115.00		Barron's—The National Financial	W	10	70 <sup>6</sup>	
Building Supply News.....	EOW	10,250	200.00	135.00	Weekly.....	W	11,683 <sup>1</sup>	175.00	122.50
Buildings and Building Management..	EOW	2,713	150.00	110.00	Commerce and Finance.....	W			
Constructor, The.....	M	12,000 <sup>3</sup>	150.00	110.00	<b>Fire Prevention and Extinguishment</b>				
Engineering and Contracting.....	M	24,084	210.00	165.00	Fire Engineering.....	EOW	4,814	125.00	95.00
National Real Estate Journal.....	EOW	9,857	170.00	100.00	Fire Protection Service.....	M	3,850	110.00	95.00
<b>Business and Office Methods</b>									
Business Week, The.....	W	75,000	600.00						
Credit Monthly.....	M	28,115	300.00	200.00					
Harvard Business Review.....	Qu		125.00	100.00					
System.....	M	60,000 <sup>3</sup>	375.00						

<sup>1</sup>—Not A B C.—Sworn Statement of Paid Circulation.

<sup>2</sup>—Not A B C.—Controlled Circulation.

<sup>3</sup>—Not A B C.—Publisher's Guaranteed Circulation.

<sup>4</sup>—Not A B C.—Paid Circulation Not Sworn.

<sup>5</sup>—Rate Per Inch.

<sup>6</sup>—Rate Per Agate Line.

<sup>7</sup>—Recent Consolidation—Circulation Figures Not Available.

<sup>8</sup>—Applicant for A B C.—Circulation Figures Not Available.

<sup>9</sup>—Published in English, French, Spanish, Portuguese—One language each month—Three editions in each language each year—Circulation given is average monthly distribution. Publisher's sworn statement.

<sup>10</sup>—Not A B C.—No Statement of Circulation Received.

"Traditional influences are still a part of the present, with dynamic forces making for change and progress."

—United States Dept. of Commerce,  
Commercial Survey of the Southeast.

## When the Government Experts Said "Traditional" They Meant "Sectional"

Because merchandising in the South has its own individual problems—and because Southern sales and advertising executives have such a real community of interest—*Southern Advertising and Publishing* wields an influence possessed by no other publication.

In circulation it covers the Southern States intensively — carries your message to more than 3,000 executives in this section who directly or indirectly have to do with the purchase of advertising.

Cultivate the Southern market at close range! If you have a medium to sell—or if you want to reach Southern sales and advertising men in behalf of any product or service—you'll find the sectional "weight" of *Southern Advertising and Publishing* will make your job infinitely easier.

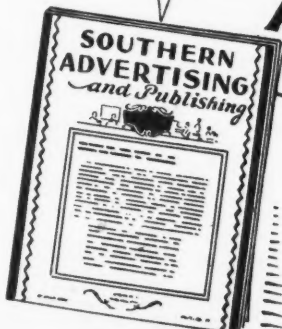
### TANGIBLE EVIDENCE OF PROGRESS

That the South is growing at a faster rate than the rest of the United States is shown by the following comparisons for the period 1900 to 1927 (last available statistics).

#### GAIN

	U. S.	South
Property Values	293%	343%
Manufactured Products	449%	563%
Bank Deposits	601%	980%
Motor Vehicles	1672%	3044%

During this same period the gain in population for the United States as a whole was 57%, with Southern population gain only 40% — conclusive proof of intensive development and growth in buying power.



# SOUTHERN ADVERTISING and Publishing

Mortgage Guarantee Building  
ATLANTA, GEORGIA



## Business Paper Circulations and Rates—Continued

Publication	Issued	ABC Circulation (unless otherwise indicated)	One- Time Page Rate	Every Issue and Rate	Publication	Issued	ABC Circulation (unless otherwise indicated)	One- Time Page Rate	Every Issue and Rate
<b>Food Industries</b>					<b>Machinery</b>				
Food Industries.....	M	10,000 <sup>2</sup>	210.00	180.00	American Machinist.....	W	15,196	200.00	119.00
<b>Forestry, Irrigation and Drainage</b>					Machinery.....	M	14,096	172.00	125.00
Engineering and Contracting.....	M	24,176	210.00	165.00	<b>Marine, Shipbuilding, Repair and Oper- ation</b>				
<b>Funeral Director</b>					Marine Engineering and Shipping Age.....	M	4,371	200.00	110.00
American Funeral Director.....	M	6,645	115.00	85.00	Marine Review.....	M	3,500	160.00	100.00
Embalmer's Monthly.....	M	5,791	112.00	90.00	<b>Meats and Provisions</b>				
<b>Furniture and Upholstery</b>					National Provisioner.....	W	7,001	120.00	60.00
Furniture Age.....	M	6,308	150.00	100.00	<b>Metal Trade</b>				
Furniture Journal.....	M	4,409	105.00	80.00	Boiler Maker.....	M	3,890	175.00	100.00
Furniture Manufacturer.....	M	2,605	90.00	60.00	Daily Metal Trade.....	D	3,900	1.50 <sup>1</sup>	
Furniture Record.....	M	6,428	150.00	100.00	Foundry.....	S-M	8,367	180.00	110.00
Good Furniture Magazine.....	M	4,347	180.00	120.00	Iron Age.....	W	14,472	128.00	100.00
<b>Gas</b>					Iron Trade Review.....	W	9,150	136.00	100.00
American Gas Journal.....	M	2,160	110.00	80.00	<b>Milk and Milk Products</b>				
Gas Age-Record.....	W	3,211	112.00	70.00	Milk Plant Monthly.....	M	4,989	85.00	75.00
<b>General Merchandise</b>					Milk Dealer.....	M	4,831	110.00	90.00
Industrial Retail Stores.....	M	10	120.00	90.00	<b>Milling, Flour, Feed and Cereals</b>				
Merchants Journal.....	W	3,112	42.00	39.00	National Miller.....	M	5,533	135.00	110.00
<b>Grain</b>					<b>Mining (Coal)</b>				
Grain World.....	EOW	4,255	95.00	70.00	Coal Age.....	M	8,517	200.00	175.00
<b>Grocery</b>					<b>Mining (Metal)</b>				
Progressive Grocer, The.....	M	76,042 <sup>1</sup>	360.00	300.00	Engineering and Mining Journal.....	W	10,372	185.00	125.00
<b>Hardware</b>					<b>Motion Pictures</b>				
Good Hardware.....	M	46,277 <sup>1</sup>	240.00	200.00	Exhibitors Herald-World.....	W	12,283	200.00	175.00
Hardware Age.....	W	18,936	230.00	155.00	<b>Motor Boats</b>				
Hardware Dealers' Magazine.....	M	7			Motor Boat.....	M	12,002	150.00	100.00
Hardware Retailer.....	M	21,715	200.00	175.00	Motor Boating.....	M	26,471	275.00	215.00
<b>Hospital</b>					Power Boating.....	M	14,414	200.00	120.00
Hospital Management.....	M	4,319	110.00	90.00	<b>Motor Buses and Taxicabs</b>				
Modern Hospital.....	M	6,719	209.00	138.00	Bus Transportation.....	M	8,493	225.00	180.00
<b>Hotels and Clubs</b>					Taxi Weekly.....	W	10	140.00	115.00
American Resorts.....	M	10,000		100.00	<b>Motor Trucks</b>				
Hotel Management.....	M	6,985	240.00	216.00	Commercial Car Journal and Operator and Maintenance.....	M	9,701 <sup>7</sup>	225.00	180.00
Hotel Monthly.....	M	6,458	90.00	70.00	<b>Music and Music Trades</b>				
National Hotel Review.....	W	6,807	200.00	135.00	Music Trade Review.....	M	6,750 <sup>3</sup>	180.00	150.00
Golfdom.....	M	16,300 <sup>2</sup>	200.00	180.00	<b>Outdoor Advertising</b>				
Hotel World.....	W	3,500 <sup>1</sup>	100.00	85.00	Signs of the Times.....	M	8,235	125.00	100.00
<b>Housefurnishing Goods</b>					<b>Paint, Painting and Decorating</b>				
House Furnishing Review.....	M	2,304	250.00	160.00	American Paint Journal.....	W	2,462	50.00	7
<b>Ice Cream</b>					American Paint and Oil Dealer.....	M	10,611	188.00	156.00
Ice Cream Review.....	M	3,973	85.00	75.00	American Painter and Decorator.....	M	20,368	220.00	188.00
Ice Cream Trade Journal.....	M	2,265	86.00	75.00	<b>Paper</b>				
<b>Industrial</b>					Paper Industry.....	M	5,168	80.00	75.00
Factory and Industrial Management.....	M	31,682	370.00	335.00	Paper Trade Journal.....	W	4,872	100.00	70.00
Industrial Engineering.....	M	15,019	210.00	180.00	<b>Petroleum and Oil</b>				
Manufacturers Record.....	W	11,289	126.00	96.00	National Petroleum News.....	W	15,971	225.00	130.00
Mill & Factory Illustrated.....	M	16,714	200.00	165.00	Oil and Gas Journal.....	W	15,421	200.00	100.00
Materials, Handling and Distribution.....	M	7,500	170.00	125.00	Oil Weekly.....	W	11,422	150.00	75.00
Sweet's Engineering Catalogues.....	A	15,000 <sup>2</sup>	250.00		<b>Plumbing, Heating, Ventilating</b>				
Thomas' Register of American Manu- facturers.....	A	8,271	350.00		Domestic Engineering.....	EOW	18,753	260.00	190.00
<b>Insurance</b>					Heating and Ventilating Magazine.....	M	5,579	163.00	125.00
Insurance Salesman.....	M	26,099	250.00	200.00	Plumbers Trade Journal.....	S-M	26,426 <sup>1</sup>	432.00	300.00
National Underwriter.....	W	8,623	150.00	69.23	Sanitary and Heating Age.....	M	8,689	195.00	150.00
Rough Notes.....	M	6,229	125.00	82.50	Heating, Piping & Air Conditioning..	M	6,661 <sup>1</sup>	225.00	175.00
Spectator.....	W	7,010 <sup>1</sup>	150.00	72.12	<b>Pottery and Glass</b>				
<b>Interior Decorating</b>					Ceramic Industry.....	M	2,068	115.00	75.00
Draperies.....	M	4,000 <sup>3</sup>	125.00	80.00	<b>Power Plants</b>				
<b>Jewelry, Watchmaking and Optical</b>					Power.....	W	25,418	200.00	150.00
Jewelers' Circular.....	W	10	115.00	75.00	Power Plant Engineering.....	S-M	22,884	168.00	128.00
Keystone.....	M	10,315	120.00	100.00	Southern Power Journal.....	M	19,355	160.00	120.00
<b>Journalism</b>					Sweet's Engineering Catalogues.....	A	15,000 <sup>1</sup>	250.00	
American Press.....	M	7,974 <sup>1</sup>	165.00	115.00	<b>Printing</b>				
Editor and Publisher and The Fourth Estate.....	W	8,740	250.00	168.00	American Printer.....	M	6,886	130.00	100.00
<b>Laundry</b>					Inland Printer.....	M	11,913	325.00	265.00
Laundry Age.....	M	4,532	125.00	95.00	Printed Salesmanship.....	M	7,045	150.00	125.00
National Laundry Journal.....	M	4,156	120.00	100.00	<b>Radio</b>				
<b>Leather, Boots and Shoes</b>					Talking Machine World & Radio.....	M	10,000 <sup>3</sup>	200.00	160.00
Boot and Shoe Recorder.....	W	14,980	200.00	100.00	Music World.....	M	23,866	350.00	300.00
Hide and Leather.....	W	3,579	100.00	75.00	<b>Railroad</b>				
Shoe and Leather Reporter.....	W	3,244	120.00	78.00	Electric Railway Journal.....	M	5,102	200.00	170.00
<b>Lumber</b>					Railway Age and Railway Review.....	W	10,522	275.00	175.00
American Lumberman.....	W	10,301	175.00	115.00	Railway Electrical Engineer.....	M	26,065	175.00	100.00
					Railway Engineering & Maintenance..	M	7,973	250.00	160.00

<sup>1</sup>—Not A B C.—Sworn Statement of Paid Circulation.<sup>2</sup>—Not A B C.—Controlled Circulation.<sup>3</sup>—Not A B C.—Publisher's Guaranteed Circulation.<sup>4</sup>—Not A B C.—Paid Circulation Not Sworn.<sup>5</sup>—Rate Per Inch.<sup>6</sup>—Rate Per Agate Line.<sup>7</sup>—Recent Consolidation—Circulation Figures Not Available.<sup>8</sup>—Applicant for A B C.—Circulation Figures Not Available.<sup>9</sup>—Published in English, French, Spanish, Portuguese—One language each month—Three editions in each language each year—Circulation given is average monthly distribution. Publisher's sworn statement.<sup>10</sup>—No Statement of Circulation Received.



## An Audience of 102,000 Industrial Buyers

**K**EY men—major executives and the important individuals in operating personnel—the men who occupy the strategic positions in the World's largest industrial markets constitute the audience available to users of the Penton Publications.

Founded on the bed rock of service, seasoned by upwards of fifty years continuous publication, Penton Publications offer a channel of approach to manufacturers of industrial products or purveyors of industrial services leading right to the heart of the great metalworking, machinery, foundry, abrasive, and marine transportation activities of this country.

If you personally could address an audience of a hundred thousand leading men in American industry, you would consider it a great opportunity. Just such a group is available to you through the Penton Publications—papers in which your message will be *read* and *absorbed* by the men who control the purse strings and policies of the great fundamental, essential industries of this country.

## The Penton Publishing Co

Penton Building

Cleveland, Ohio

The Penton Press—Printers of newspapers, business papers, national magazines, books, catalogs, etc.

Member, Audit Bureau of Circulations.

Member, Associated Business Papers.





## Business Paper Circulations and Rates—Continued

Publication	Issued	ABC Circulation (unless otherwise indicated)	One-Time Page Rate	Every Issue and Rate	Publication	Issued	ABC Circulation (unless otherwise indicated)	One-Time Page Rate	Every Issue and Rate
<b>Railroad—(Continued)</b>					<b>Talking Machine</b>				
Railway Mechanical Engineer.....	M	6,757	225.00	150.00	Talking Machine World and Radio Music Merchant.....	M	10,000 <sup>3</sup>	200.00	160.00
Railway Signaling.....	M	5,363	200.00	135.00	<b>Tea, Coffee, Spices</b>				
Railway Purchases and Stores.....	M		130.00	100.00	Tea and Coffee Trade Journal.....	M	1,720	125.00	80.00
<b>Real Estate</b>					<b>Textile</b>				
National Real Estate Journal.....	EOW	9,857	170.00	100.00	American Wool and Cotton Reporter.....	W	6,389	120.00	75.00
<b>Restaurant and Cafeteria</b>					Cotton.....	M	7,691	130.00	100.00
American Restaurant.....	M	10,840	195.00	150.00	Daily News Record.....	D	12,579	40.00	
Restaurant Management.....	M	8,066	200.00	180.00	Southern Textile Bulletin.....	W	5,052	80.00	60.00
<b>Roads and Streets</b>					Textile World.....	W	8,704	120.00	75.00
Construction Methods.....	M	26,687	250.00	200.00	<b>Tiles</b>				
Engineering News Record.....	W	29,792	200.00	150.00	Tiles and Tile Work.....	M	2,500 <sup>2</sup>	120.00	75.00
Highway Builder.....	M	5,100 <sup>2</sup>	88.00	72.00	<b>Tires (Rubber)</b>				
Highway Engineer and Contractor.....	M	13,658 <sup>2</sup>	130.00	105.00	India Rubber and Tire Review.....	M	11,786	150.00	125.00
Roads and Streets.....	M	27,000 <sup>2</sup>	210.00	165.00	Tire Rate Book.....	An	10	100.00	
<b>Rubber</b>					Tires.....	M	11,766 <sup>1</sup>	150.00	125.00
India Rubber World.....	M	4,200	110.00	77.92	<b>Toilet Articles</b>				
<b>Selling and Salesmanship</b>					Toilet Requisites.....	M	3,419	190.00	125.00
Opportunity.....	M	135,000 <sup>4</sup>	425.00		<b>Toys, Novelties, Gifts</b>				
Specialty Salesman Magazine.....	M	150,000 <sup>4</sup>	500.00		Gift and Art Shop.....	M	6,646	140.00	100.00
<b>Sporting Goods</b>					Novelty News.....	M	7,300 <sup>3</sup>	150.00	120.00
Sporting Goods Journal.....	M	7,339	150.00	115.00	<b>Traffic and Transportation</b>				
<b>Stationery and Office Equipment</b>					Materials, Handling and Distribution	M	7,500 <sup>3</sup>	125.00	100.00
Office Appliances.....	M	10	120.00	96.00	Motor Freight.....	M	2,500 <sup>2</sup>		60.00
<b>Stone and Rock Products</b>					Traffic Bulletin.....	W	1,524 <sup>1</sup>	40.00	32.00
Rock Products.....	EOW	4,341	140.00	100.00	Traffic World.....	W	7,397	80.00	56.00
Pit and Quarry.....	EOW	7,000 <sup>3</sup>	115.00	85.00	<b>Water Supply</b>				
Pit and Quarry Hand Book.....	An	5,749 <sup>2</sup>	140.00	110.00	Construction Methods.....	M	29,375	250.00	200.00
<b>Storage and Moving</b>					Engineering News-Record.....	W	29,792	200.00	150.00
Distribution and Warehousing.....	M	10	125.00	100.00	Municipal News and Water Works... Waterworks and Sewerage.....	EOW	10,879	185.00	145.00
<b>Sugar and Sugar Beet</b>							2,722	125.00	95.00
Facts About Sugar.....	W	2,277	50.00	25.00	<b>Woodworking</b>				
					Wood-Worker.....	M	6,241	70.00	48.00

## RADIO BROADCAST ADVERTISING RATES

## NATIONAL BROADCASTING COMPANY

Red Network (Available only as a group)			
New York.....	Wefl	Washington.....	Wrc
Boston.....	Weei	Schenectady.....	Wgy
Hartford.....	Wtjc	Buffalo.....	Wgr
Providence.....	Wjar	Pittsburgh.....	Wcae
Worcester.....	Wtag	Cleveland.....	Wtam
Portland.....	Wcsh	Detroit.....	Wwh
Philadelphia.....	Wfi	Cincinnati.....	Wsai
	Wlit		
Rate Per Hour.....	\$4,890.00	Rate Per 1/2 Hour.....	\$3,056.25
Blue Network (Available only as a group)			
New York.....	Wjz	Rochester.....	Wham
Boston.....	Wbza	Pittsburgh.....	Kdka
Springfield.....	Wbz	Detroit.....	Wjr
Baltimore.....	Wbal	Cincinnati.....	Wlw
Rate Per Hour.....	\$3,350.00	Rate Per 1/2 Hour.....	\$2,093.75
Northwest Group (Available only as a group for use in conjunction with Red or Blue Networks)			
Minn.-St. Paul.....	Kstp	Milwaukee.....	Wtmj
Rate Per Hour.....	\$590.00	Rate Per 1/2 Hour.....	\$368.75
Southeastern Group (Available only as a group for use in conjunction with Red or Blue Networks)			
Richmond.....	Wvra	Charlotte.....	Wbt
Raleigh.....	Wptf	Jacksonville.....	Wjax
Rate Per Hour.....	\$950.00	Rate Per 1/2 Hour.....	\$593.75
Southcentral Group (Available only as a group for use in conjunction with Red or Blue Networks)			
Louisville.....	Whas	Memphis.....	Wmc
Nashville.....	Wsm	Atlanta.....	Wsb
Rate Per Hour.....	\$1,130.00	Rate Per 1/2 Hour.....	\$706.25
Southwestern Group (Available only as a group for use in conjunction with Red or Blue Networks)			
Tulsa.....	Kvoo	Dallas.....	Wfaa
Oklahoma City.....	Wky	Ft. Worth.....	Wbap
Hot Springs.....	Kths	Houston.....	Kprc
Rate Per Hour.....	\$1,140.00	Rate Per 1/2 Hour.....	\$712.50
Mountain Group (Available only as a group for use in conjunction with Red, Blue or Pacific Coast Networks)			
Denver.....	Koa	Salt Lake City.....	Ksl
Rate Per Hour.....	\$380.00	Rate Per 1/2 Hour.....	\$237.50
Pacific Coast Network (Available only as a group for use with Mountain Group in conjunction with Red or Blue Networks)			
For separate network use, requires special program production in San Francisco studio.			
San Francisco.....	Kpo	Los Angeles.....	Kfi
	Kgo	Portland.....	Kgw
Rate Per Hour.....	\$1,100.00	Rate Per 1/2 Hour.....	\$687.50

1—Not A B C.—Sworn Statement of Paid Circulation.  
2—Not A B C.—Controlled Circulation.  
3—Not A B C.—Publisher's Guaranteed Circulation.

## TOTAL FOR NATIONAL SERVICE

Complete Red and Supplementary Groups (47 cities)	
Rate Per Hour.....	\$10,180.00
Complete Blue and Supplementary Groups (37 cities)	
Rate Per Hour.....	\$8,640.00
Basic rates for periods other than between 6.00 and 12.00 P. M. local time, one-half above rates.	

## COLUMBIA BROADCASTING SYSTEM

Basic Network (Available only as a group)			
Albany.....	Wadk	Fort Wayne.....	Wowo
Baltimore.....	Wcao	Kansas City.....	Kmbc
Boston.....	Wnac	New York City.....	Wabc
Buffalo.....	Wmak	Oil City, Pa.....	Wlbw
Chicago.....	Wbbm	Omaha.....	Wmaq
Cincinnati.....	Wkrc	Council Bluffs.....	Koil
Cleveland.....	Wkh	Philadelphia.....	Wcau
Detroit.....	Wghp	Pittsburgh.....	Wjas
Rate Per Hour.....	\$4,715.00	Rate Per 1/2 Hour.....	\$2,947.00
Group 1—South Atlantic (Available only as a group, and only in conjunction with Basic Network.)			
Asheville.....	Wwnc	Norfolk.....	Wtar
Roanoke.....	Wdbj		
Rate Per Hour.....	\$555.00	Rate Per 1/2 Hour.....	\$361.00
Group 2—East South Central (Available only as a group, and only in conjunction with Basic Network.)			
Birmingham.....	Wbrc	Memphis.....	Wrec
Chattanooga.....	Wdod	Nashville.....	Wlae
Rate Per Hour.....	\$1,000.00	Rate Per 1/2 Hour.....	\$650.00
Group 3—West South Central (Available only as a group, and only in conjunction with Basic Network)			
Dallas.....	Krld	Oklahoma City.....	Kjft
San Antonio.....	Wrr	Ktsa	Wichita.....
Rate Per Hour.....	\$925.00	Rate Per 1/2 Hour.....	\$602.00
Group 4—West North Central (Available only as a group, and only in conjunction with Basic Network)			
Milwaukee.....	Wism	Minneapolis-St. Paul.....	Wcco
Rate Per Hour.....	\$485.00	Rate Per 1/2 Hour.....	\$303.00
Group 5—Pacific Coast and Mountain (Available only as a group, and only in conjunction with Basic Network)			
Denver.....	Klz	Portland.....	Kex
Los Angeles.....	Kmtr	Salt Lake City.....	Kdyi
Hollywood.....	Kya	San Francisco.....	Kya
Rate Per Hour.....	\$1,850.00	Rate Per 1/2 Hour.....	\$1,438.00

4—Not A B C.—Paid Circulation Not Sworn.  
5—Rate Per Agate Line.  
10—No Statement of Circulation Received.



# OUTDOOR ADVERTISING RATES IN CITIES OF 100,000 POPULATION AND OVER

Outdoor Advertising continued to grow in volume and importance during the past year. It is estimated that the total volume for 1928 was \$80,000,000, an increase of 33½% over that of 1926.

This table, showing costs, was prepared by the General Outdoor Advertising Co. and gives rates for a representative number of posters and displays in each city.

CITY †City Population and Trading Area Population	POSTER DISPLAY		PAINT DISPLAY		CITY †City Population and Trading Area Population	POSTER DISPLAY		PAINT DISPLAY	
	No.	Cost Per Month	No. and Type	Cost Per Month		No.	Cost Per Month	No. and Type	Cost Per Month
Ala., Birmingham (269,000-600,000).....	30 reg. 8 ill	\$ 514	2 ill, 7 non-ill, 11 w	\$ 343	N. J., Paterson (*203,100-259,174).....	18 reg. 9 ill	\$ 455	2 ill, 7 non-ill	\$ 416
Cal., Los Angeles (1,195,344-1,175,000)...	45 reg. 45 ill	1926	10 ill, 25 w	1525	N. J., Trenton (166,000-200,000).....	16 reg. 8 ill	404	10 non-ill	198
Cal., Long Beach (145,000-160,000).....	6 reg. 6 ill	256	2 ill, 4 w	175	N. Y., Albany (*139,700-579,571).....	18 reg. 8 ill	420	6 non-ill	188
Cal., Oakland (264,441-550,000).....	15 reg. 15 ill	642	3 ill, 10 w	480	N. Y., Buffalo (555,800-825,000).....	32 reg. 28 ill	1229	7 ill, 14 non-ill, 8 w	960
Cal., Sacramento (102,000-175,000).....	6 reg. 6 ill	256	2 ill, 3 w	170	N. Y., New York including Brooklyn (2,308,500).....	80 reg. 40 spec	2024	4 ill, 25 non-ill	2080
Cal., San Diego (106,047-147,985).....	8 reg. 8 ill	342	2 ill, 5 w	220	Flushing, L. I. (*167,600).....	20 reg. 6 ill	366	Included in L. I.	
Cal., San Francisco (720,000-1,275,636).....	30 reg. 30 ill	1284	10 ill, 10 w	1100	Manhattan and Bronx. (3,426,377).....	75 reg. 75 spec (40 I)	3500	10 ill, 30 non-ill	4000
Colo., Denver (294,200-350,000).....	24 reg. 12 ill	607	4 ill, 4 non-ill, 10 w	620	Long Island (*1,000,000).....	76 reg. 24 ill	1432	2 ill, 20 non-ill	1500
Conn., Bridgeport (*178,400-236,975).....	24 reg. 8 ill	506	1 ill, 3 non-ill	240	Staten Island (124,400).....	16 reg. 6 ill	334	8 non-ill	200
Conn., Hartford (*200,600-373,000).....	20 reg. 8 ill	436	1 ill, 6 non-ill	390	N. Y., Rochester (328,200-600,000).....	22 reg. 18 ill	801	2 ill, 8 store, 5 w	515
Conn., New Haven (*242,800-290,000).....	30 reg. 20 ill	934	1 ill, 3 non-ill	275	N. Y., Schenectady (*110,000-110,000).....	14 reg. 6 ill	319		
Conn., Waterbury (120,000-198,000).....	16 reg. 2 ill	194	1 ill, 2 non-ill, 2 w	160	N. Y., Syracuse (*231,100-450,000).....	24 reg. 10 ill	537	3 ill, 4 non-ill	312
Del., Wilmington (126,400-250,000).....	14 reg. 6 ill	319	7 non-ill	200	N. Y., Utica (*115,900-300,000).....	16 reg. 4 ill	264	1 ill, 4 w	175
Dist. of C., Washington (*563,600-697,551).....	14 reg. 8 ill	402	1 ill, 20 non-ill, 10 w	825	N. Y., Yonkers (*124,300-135,000).....	16 reg. 6 ill	334	1 ill, 10 w	300
Fla., Jacksonville (*145,300-300,000).....	16 reg. 6 ill	334	2 ill, 7 w	225	Ohio, Akron (210,000-300,000).....	18 reg. 9 ill	455	4 ill, 6 w	305
Fla., Miami (164,300-225,000).....	14 reg. 10 ill	459	2 ill, 3 non-ill	300	Ohio, Canton (111,752-250,000).....	14 reg. 6 ill	319	5 non-ill, 5 w	146
Fla., Tampa (124,000-300,000).....	12 reg. 12 ill	513	1 ill, 8 w	225	Ohio, Cincinnati (*464,900-600,000).....	40 reg. 10 ill	588	1 ill, 20 w	700
Ga., Atlanta (261,700-1,215,736).....	26 reg. 8 ill	482	2 ill, 5 non-ill	475	Ohio, Cleveland (*1,123,900-1,525,000)...	54 reg. 36 ill	1681	6 ill, 6 non-ill, 26 w	1580
Ill., Chicago (3,157,400-3,500,000)...	100 reg. 60 S	3000	10 ill, 40 non-ill, 55 w	3600	Ohio, Columbus (288,557-1,152,503).....	20 reg. 10 ill	506	4 ill, 6 non-ill, 5 w	510
Ind., Fort Wayne (110,000-300,000).....	14 reg. 4 ill	249	5 non-ill	144	Ohio, Dayton (184,500-500,000).....	16 reg. 8 ill	404	1 ill, 6 non-ill, 5 w	315
Ind., Indianapolis (*382,900-869,510).....	32 reg. 12 ill	669	2 ill, 4 non-ill, 17 w	605	Ohio, Toledo (297,810-600,000).....	26 reg. 12 ill	622		
Iowa, Des Moines (147,502-826,547).....	14 reg. 6 ill	319	1 ill, 4 non-ill	210	Ohio, Youngstown (174,200-300,000).....	16 reg. 8 ill	404	3 ill, 10 w	420
Kan., Kansas City (121,800-149,131).....	18 reg. 4 ill	280	1 ill, 5 non-ill	205	Okla., Oklahoma City (144,414-728,624).....	16 reg. 6 ill	334	2 ill, 3 non-ill, 6 w	245
Ky., Louisville (424,800-668,948).....	20 reg. 10 ill	506	4 ill, 2 non-ill, 10 w	505	Okla., Tulsa (137,686-275,000).....	16 reg. 6 ill	324	1 pref. ill, 2 blvd ill, 10 w	310
La., New Orleans (*448,700-2,000,000)...	34 reg. 14 ill	755	5 ill, 8 non-ill	682	Ore., Portland (345,000-725,000).....	16 reg. 16 ill	684	5 ill, 3 w	530
Md., Baltimore (830,400-1,102,035)...	52 reg. 20 ill	1105	9 ill, 6 non-ill	1325	Pa., Erie (131,620-165,000).....	16 reg. 6 ill	334	1 ill, 8 w	200
Mass., Boston (789,995-2,716,072)...	46 reg. 34 ill	1548	6 ill, 10 non-ill	1246	Pa., Philadelphia (2,064,200-3,000,000)...	74 reg. 36 ill	1837	13 non-ill, 7 ill, 15 w	1960
Mass., Cambridge (122,947-178,000).....	12 reg. 4 ill	233	1 ill, 2 non-ill	185	Pa., Pittsburgh (*782,100-1,800,000)...	60 reg. 30 ill	1518	6 ill, 4 non-ill, 10 w	960
Mass., Fall River (131,809-163,000).....	18 reg. 4 ill	280	1 ill, 3 non-ill	170	Pa., Reading (137,800-260,000).....	16 reg. 6 ill	334	1 ill, 8 w	200
Mass., Lawrence (*132,800-165,000).....	18 reg. 4 ill	280	1 ill, 3 walls	158	Pa., Scranton (*229,700-300,000).....	32 reg. 4 ill	389	1 ill, 10 w	200
Mass., Lowell (*131,800-175,000).....	18 reg. 4 ill	280	1 ill, 3 non-ill	188	R. I., Providence (*355,400-777,000).....	36 reg. 12 ill	700	1 ill, 6 non-ill	495
Mass., Lynn (104,373-275,000).....	10 reg. 4 ill	218	1 ill, 6 non-ill	166	Tenn., Knoxville (101,200-425,000).....	16 reg. 4 ill	264	1 ill, 2 non-ill	100
Mass., New Bedford (*135,000-160,000).....	20 reg. 6 ill	366	1 ill, 4 non-ill	200	Tenn., Memphis (*190,900-676,626).....	24 reg. 8 ill	467	2 ill, 18 w	375
Mass., Springfield (146,183-500,000).....	14 reg. 6 ill	319	2 ill, 3 non-ill	174	Tenn., Nashville (139,600-650,000).....	16 reg. 6 ill	334	1 ill, 6 non-ill, 7 w	232
Mass., Worcester (194,019-441,842).....	20 reg. 8 ill	436	1 ill, 3 non-ill, 8 w	300	Tex., Dallas (267,300-325,000).....	22 reg. 8 ill	451	6 non-ill, 8 w	264
Mich., Detroit (1,391,297-1,500,000)...	50 reg. 50 ill	2140	8 ill, 6 non-ill	2100	Tex., El Paso (113,000-399,429).....	13 reg. 6 ill	311	3 non-ill	126
Mich., Flint (140,492-160,000).....	14 reg. 8 ill	389	1 ill, 2 non-ill, 1 w	152	Tex., Fort Worth (162,651-185,000).....	18 reg. 6 ill	350	6 non-ill	178
Mich., Grand Rapids (157,413-375,000).....	14 reg. 6 ill	319	1 ill, 4 non-ill	230	Tex., Houston (200,000-300,000).....	16 reg. 8 ill	404	4 ill, 10 w	400
Minn., Duluth (116,800-325,000).....	14 reg. 4 ill	249	1 ill, 4 non-ill	180	Tex., San Antonio (231,000-448,745).....	20 reg. 10 ill	506	1 ill, 4 non-ill	268
Minn., Minneapolis (455,900-500,000).....	36 reg. 10 ill	630	4 ill, 7 non-ill	700	Utah, Salt Lake City (141,700-310,000).....	18 reg. 8 ill	420	1 ill, 4 non-ill	250
Minn., St. Paul (250,100-360,000).....	34 reg. 8 ill	545	3 ill, 5 non-ill	520	Va., Norfolk (*201,900-275,000).....	20 reg. 8 ill	436	1 ill, 10 w	300
Mo., Kansas City (455,728-700,000).....	32 reg. 12 ill	669	7 ill, 4 non-ill	680	Va., Richmond (194,400-200,000).....	24 reg. 8 ill	467	1 ill, 10 w	310
Mo., St. Louis (*892,200-1,000,000)...	68 reg. 32 ill	1650	8 ill, 6 non-ill, 36 w	1375	Wash., Seattle (400,000-455,000).....	18 reg. 18 ill	770	5 ill, 8 w	620
Nebr., Omaha (222,800-350,000).....	24 reg. 6 ill	397	5 ill, 6 w	497	Wash., Spokane (109,351-350,000).....	14 reg. 6 ill	319	2 ill, 3 non-ill	174
N. J., Atlantic City (Transient-Transient)...	12 reg. 4 ill S 2 Bdwk I.	433	1 ill, 1 ill blvd., 1 non-ill 2 R. R.	610	Wash., Tacoma (107,400-160,000).....	6 reg. 6 ill	256	2 ill, 4 w	180
N. J., Camden (139,000-230,000).....	14 reg. 6 ill	319	3 ill, 3 non-ill	225	Wisc., Milwaukee (*634,400-1,044,367)...	44 reg. 26 ill	1253	5 ill, 9 non-ill	1055
N. J., Elizabeth (*129,500-175,000).....	18 reg. 12 ill	560	1 ill, 2 non-ill	165					
N. J., Jersey City (*621,100-629,124).....	47 reg. 25 ill	1241	6 ill, 6 non-ill	1125					
N. J., Newark (*718,100-1,000,000)...	50 reg. 38 ill	1720	3 ill, 12 non-ill	1000					

Poster Display  
reg—Regular 24 sheet poster  
ill—illuminated  
s—special

†City and Trading area populations from General Outdoor Advt. Co. estimates

Paint Display  
ill—illuminated preferred position  
non-ill—non-illuminated preferred position  
w—wall

\*District.

## HUNDREDS OF INDUSTRIES NOW USE FILMS TO PUT THEIR MESSAGE OVER

**I**F "your story in pictures is worth a thousand words," your story in motion pictures—bringing your product to the prospect; showing him with what care it is made and what services it can perform for him—is of particular value. The fact that increasing hundreds of industries are now using motion pictures to get their messages over is the best testimonial to the effectiveness of that medium.

Pictures today are used in advertising for a variety of purposes. They are used to tell dealers and salesmen of the steps taken in the development of a new product. They are used to show prospects (often with a small projector and screen, in their homes or on their office desks) the way the product performs under actual service conditions. They are used to give stockholders an opportunity to see the extent of the resources of the industry in which they are part owners, and also the work of the production and engineering forces. By similar usage, the sales force may be helped to find an ever-widening market for its products.

Sometimes these films put their idea over by showing conditions exactly as the camera finds them, in the factory or the field. Often, however, a story is woven around this background, to present the message in more dramatic form with the unity and sweep of impression which it is the drama's function to convey.

### Smaller Companies Can Now Use Films

Large companies, such as the various units of General Motors, General Electric, Goodyear, as well as various associations and Chambers of Commerce and the departments of the United States Government, have used films for effective promotion for a number of years. With the present economy of the medium, however, and the increasing simplicity of its use, smaller companies are adapting it more and more. Films, of course, vary in cost with the work they have to do and the comparative simplicity or difficulty of doing it. Some cost only \$2,500; others as high as \$10,000—as much in a few cases as films to be shown in regular motion picture houses. Some are a reel only; others five, ten or even fifteen. Some consist of only a few simple "shots"; in others, a more elaborate continuity and some difficult, dangerous or especially painstaking camera work is required. Some, at the hands of a regular industrial film service, require only one or two days, the films being delivered in a week; others represent the laborious work of months.

It all depends, of course, on the job at hand, although, generally speaking, motion pictures are among the most economical methods of putting across a sales message. Because they deal with actualities, showing conditions as they actually are, vividly, graphically, and often with sound and color, they do it with extreme effectiveness.

Second only to the variety of sales stories which the motion picture can tell, is the variety of ways in which it can tell them. Every "effect" of the movies—slow motion, dissolves, closeups, long shots, fadeouts, and the rest—can be used with advantage here to convey the strongest impression. For style merchandise, color is being used to advantage. For demonstrations, for addresses of executives to salesmen, dealers, stockholders and prospects, the "talkie" recently has come into its own.

### The Circulation of Films

The presentation of the industrial motion picture is by no means confined to immediate customers and prospects, but has become a valuable "general publicity" medium as well. The largest movie houses in the country will run an industrial film if it meets their standards. One, showing how radio tubes are made by the Radio Corporation of America, appeared at Roxy's and other theatres on Broadway, New York, and on countless other "Broadways" and "Main Streets" throughout the country. Industrial films of popular interest, and especially industrial films that perform a wide public service, or are of educational value, will always get large distribution.

One film, of the New York Stock Exchange, which is of educational rather than advertising value, has been shown before 5,000,000 people.

It is estimated that there are in the United States today about 21,000 moving picture theatres and 65,000 non-theatrical exhibitors. Incidentally there are some 125,000 homes equipped for exhibiting the smaller-size or 16-millimeter films. Because of the lessened cost of home-projection apparatus, particularly in the past year, this "market" is expanding rapidly.

Nor are theatres, auditoriums or homes always required. One film advertising company has just equipped motor trucks with a portable sound-reproducing device and will give out-

door exhibitions of talking pictures on a collapsible screen, which folds over the top of the truck when not in use.

### Kinds of Advertising Films

Advertising motion pictures may be classified in four groups—selling, technical, propaganda and educational.

A motion picture, made especially for the benefit of consumers, tells the story of a product, its qualities and processes of manufacture. Quite as important, however, is the "dealer picture," designed to sell the product to the sales force and to bring about better coordinated efforts of dealers, jobbers and salesmen. It helps all these factors in the distribution scheme to visualize the service that stands behind them and to capitalize that service to the best sales advantage. By giving them a closeup of the factory's efforts and objectives, it enables them to tie in more effectively with the national program.

Still another type of sales picture is that produced for the use of individual salesmen calling on customers and prospects. This type of display, with portable projecting apparatus and a "daylight screen," is particularly valuable at conventions and for demonstrations in the home or office of the persons they are seeking to sell. This portable projector weighs only seven and a half pounds.

Practical portable sound reproducing equipment, developed following a series of technical experiments and extensive tests recently, has been evolved. The complete equipment, including projector and screen, weighs less than 75 pounds. Simplicity of operation and portability without sacrificing the quality of sound reproduction characterizes the equipment. No sound engineer is needed to operate the portable sound set; it can be used by anyone. Standard 35mm. film is used with the device, which is economical in cost and maintenance. For the projection of industrial and advertising films, the new equipment solves a problem for the modern salesman, according to engineers. A salesman can carry projector, film, screen and sound reproducing equipment to any prospective customer's office, set it up in a moment, and present a "sight and sound" sales talk on his product.

The technical film appeals particularly to research associations, engineers and skilled workers. By the use of slow motion, animated drawings and microscopic photography, the most intricate and involved processes are presented clearly. That misused word "propaganda" serves many constructive purposes through the motion picture, in helping to mould public opinion. Social service work, fire protection, health organizations are employing this medium. It is also used for "institutional" promotion by economic organizations—public utilities, banks, railroads, industries—for developing good will and public understanding.

Although educational pictures emphasize information rather than advertising values, they also may be made to perform a definite promotional service.

### Why the Use of Sales Films Is on the Increase

The increasing use of sales films is indicated by a glance at articles on this subject in the files of *Sales Management*. Salesmen of the Fyre-Freez Company, selling an article ranging in price from \$35 to \$300, have found that with the use of a portable projector the average number of calls required before a sale is made has been reduced to three.

The corporation's seven district salesmen are equipped with a portable projector and film. They also carry Fyre-Freez apparatus, and, if possible, get an actual demonstration with this equipment. More usually, however, the salesman can best expect to show his film, and he is able to in almost half of his interviews. In soliciting a prospect, the salesman starts to set up his projector if the prospect gives any indication that he is willing to listen and be shown. Once the film is being shown it is surprising how an earlier uninterested prospect will give his attention as well as that of his conferees. Not long ago in interviewing the fire commissioner in a prominent New England city, a salesman faced indifference on the part of the prospect. At first, the commissioner was not even interested in seeing the picture but as the reel appeared before him he became enthusiastic and called in some seven of his deputy fire chiefs to be sure they did not miss the demonstration.

Aside from direct sales work to industrial and municipal prospects, salesmen use the film to arouse interest as well as to educate the dealers' sales force of more than 100. Usually, after selling hours the corporation salesman is able to get the dealer's force together for a showing. Following the showing,



# Putting It Over With— MOTION PICTURES

as Conceived, Produced and Distributed by

## VISUGRAPHIC PICTURES, Inc.

*Producers and Distributors of Advertising Motion Pictures*

247 Park Avenue, New York

### THE NEW ERA

THE introduction of entertainment value in motion pictures of the industrial and advertising type marks the creation of a new era in modern exploitation methods.

Visugraphic industrial pictures embody an artistic value that commends them to the attention of the leading theatres throughout the country as a feature of any program.

Sound or silent pictures can be supplied to fit any industrial product or subject of technical, scientific or educational appeal.

VISUGRAPHIC PICTURES, INC., is organized to render a complete service to clients—from the preparation of the scenario, to the finished job. This service includes the consolidated effort of a specialized distribution department and publicity bureau. The Visugraphic staff is permanent; no free-lance workers are employed.

In the matter of distribution, Visugraphic's clients are served by a department working hand-in-hand with more than 16,000 theatrical, and 60,000 non-theatrical exhibitors.

### VISUGRAPHIC—tested and acclaimed by these clients:

- |                                   |                                    |                                     |
|-----------------------------------|------------------------------------|-------------------------------------|
| Agence Centrale et Filtreries Re- | Fisk Rubber Company                | Pennsylvania Railroad Co.           |
| unies                             | General Electric Company           | The Philadelphia Electric Company   |
| Allied Power & Light Co.          | General Motors Export              | The Phila. & Reading Coal & Iron    |
| Amer. Brown Boveri Electric Corp. | Gifford-Wood Company               | Co.                                 |
| American Cyanamid Company         | Girl Scouts                        | Pocahontas Fuel Company, Inc.       |
| American Gas Association          | Goodyear Tire & Rubber Company     | Porto Rico Telephone Company        |
| American Gas and Electric Co.     | Grace Line, Inc.                   | Public Service Corporation of N. J. |
| American Optical Company          | Hamilton Farms                     | Radio Corporation of America        |
| American Society for the Control  | Hood Rubber Company                | Rayon Institute of America          |
| of Cancer                         | Hudson Coal Company                | Relay Motors Co.                    |
| The Babcock & Wilcox Co.          | Illinois Power & Light Corporation | Republic of Chile                   |
| H. C. Bohack Company              | International Paper Company        | Sanford, Stephen & Sons, Inc.       |
| Bonbright & Company, Inc.         | International Standard Electric    | Science Service, Incorporated       |
| Buffalo Evening News              | Co.                                | Servel Corporation                  |
| The Carboloy Company              | International Tel. & Tel. Corp.    | Southeastern Power & Light Co.      |
| Caterpillar Tractor Co.           | Irving Air Chute Co.               | Spencer Heater Company              |
| Cleveland Plain Dealer            | La Nacion (Buenos Aires)           | Spool Cotton Company                |
| Columbia Gas & Electric Company   | Lehigh Portland Cement Co.         | Stevens & Wood                      |
| Combustion Engineering Corp.      | Metropolitan Life Insurance Co.    | Stone & Webster                     |
| Compania Telefonica Nacional de   | Mexican Tel. and Tel. Company      | The Tennessee Electric Power Co.    |
| Espana                            | Missouri Power and Light Com-      | United Press Associations           |
| Consolidated Gas Company of N. Y. | pany                               | Utica Gas and Electric Company      |
| Consumers Power Company           | Munson Line                        | Virginia Electric & Power Co.       |
| Cuban Telephone Company           | The New York Edison Company        | L. E. Waterman Company              |
| Detwiler & Company                | N. Y. Stock Clearing Corporation   | Wheeling Steel Company              |
| H. L. Doherty & Company           | New York Stock Exchange            | J. G. White Management Corp.        |
| Eastman Films                     | Penn.-Ohio Power and Light Co.     | Women's City Club of New York       |
| Eastman Kodak Company             | Pennsylvania Power and Light Co.   | Zonite Products Company             |

*Call, write or phone for all information*

## VISUGRAPHIC PICTURES, INC.

Edward F. Stevenson, President

WICKERSHAM 6556

247 PARK AVE., NEW YORK



## HUNDREDS OF INDUSTRIES NOW USE FILMS TO PUT THEIR MESSAGE OVER (Con.)

many questions invariably indicate the educational effect and stimulation of the film.

### Films Cut Sales Costs

One of the most important articles on this subject appeared in *Sales Management* for June 2, 1928, under the title "Survey Shows How Films Cut Sales Costs," by George H. Pelton. This survey, covering 178 concerns availing themselves of sales films, showed that 46 per cent of the companies had films for use of salesmen, 34 per cent for general educational and institutional purposes, 28 per cent for training salesmen, 14 per cent for use in exhibits, conventions, etc., 12 per cent furnished them for dealer use, 10 per cent for training jobbers and dealer salesmen, 8 per cent for inside plant use for instructing employees.

The Oldsmobile Motor Car Company has worked out an especially comprehensive plan for promotion through the motion pictures: (1) To sell the ultimate buyer of the car; (2) To help factory salesmen sell dealers and central distributors not company owned; (3) To help branch distributors sell their own dealers, and (4) To help train salesmen—their own men and distributor and dealer salesmen.

The film service is extended to dealers on a rock-bottom cost basis. Dealers are urged to provide themselves with a sufficient number of machines to insure taking care of all of their salesmen.

With every film goes a carefully prepared sales talk fitting in with the various pictures and charts shown. These are prepared both for the use of sales managers for training salesmen

and sales talks for the salesmen to use in showing the pictures to prospects. This plan avoids any chance of the pictures becoming monotonous or failing to be tied up properly with the salesman's part in making the sale. In other words, the pictures are designed not to take the place of any portion of the sales talk, but merely to put in visual form the points being brought out.

Before the use of films, it was the practice of the Packard Motor Car Company to prepare painted charts to carry from place to place. Film charts have replaced them and Packard claims a number of advantages. They say the cost per film frame is considerably less than the cost of the individual painted charts, and that by the use of films it is possible to reproduce not only information expressed in text, but also any character of sketch or photograph. Another advantage claimed is that larger audiences can see the photos and charts thrown on a screen by virtue of its being possible to present them in larger size.

The International Harvester Company has a comprehensive plan of reaching the farmer during the winter months by bringing films close to his doorstep. A one-day's entertainment and power farming program is put on in each of the 15,000 dealers' places of business.

The scope of the motion picture, not merely in interpreting but in actually showing a company's service and the work its products will perform, has lifted it in a very few years to a position in the front rank among advertising and sales media. Each new use developed for the motion picture means a new opportunity for the companies which use it in their promotion.

### COMPARATIVE COSTS AND WEIGHTS FOR THE TWO CHIEF KINDS OF FILM EQUIPMENT

Film Costs	35 mm.	16 mm.	Film container for 2 reels .....	10 lbs.	*—
1—1,000-ft. picture, per print.....	\$60.00	\$35.00		32 lbs.	11½ lbs.
Additional prints in quantities.....	50.00	25.00			
Negative Costs .....	Same	Same			
<i>Investment in Machine</i>					
1 Projector .....	\$275.00	\$190.00			
<i>Comparative Weights</i>					
Projector and case .....	15 lbs.	10 lbs.			
Film per 1,000 picture feet.....	7 lbs.	1½ lbs.			
			<i>Space Required in Salesman's Luggage</i>		
			Projector .....	7x16x18 in.	8x11x11 in.
			Film, per 1,000 picture feet..	1¼x10½x10½ in.	Films carried in projector case

\* Films carried in Projector Case.

### PORTABLE PROJECTORS AND EQUIPMENT FOR ADVERTISERS

#### Portable Equipment

##### BUFFALO, N. Y.

Spencer Lens Co.,  
442 Niagara Street  
Visual Demonstration Systems,  
259 Delaware Avenue

##### CHICAGO, ILL.

Bell & Howell Co.,  
1803 Larchmont Avenue  
Capitol Projector Co.,  
133 West Washington Street  
Q. R. S.-De Vry Corp.,  
333 North Michigan Avenue  
Jam Handy Picture Service,  
6227 Broadway  
Holmes Projector Co.,  
1632 North Halsted Street  
Spor & Ahbe,  
1345 Argyle Street

##### DAVENPORT, IA.

Victor Animatograph Co.

##### DULUTH, MINN.

Safety Projector Co.

##### NEW YORK, N. Y.

Bray Screen Products, Inc.,  
130 West 46th Street  
International Projector Corp.,  
(Acme Division)  
90 Gold Street

The Pathescope Co. of America,  
33 West 42nd Street

##### ROCHESTER, N. Y.

Bausch & Lomb Optical Co.  
Eastman Kodak Co.

#### Still Films

##### BUFFALO, N. Y.

Spencer Lens Co.,  
442 Niagara Street  
Visual Demonstration Systems,  
259 Delaware Avenue

##### CHICAGO, ILL.

Jam Handy Picture Service,  
6227 Broadway  
Society for Visual Education,  
327 South La Salle Street

##### INDIANAPOLIS, IND.

Kalograph Co.

##### ROCHESTER, N. Y.

Bausch & Lomb Optical Co.

#### Film Producers

##### CHICAGO, ILL.

Atlas Educational Film Co.,  
5 North Wabash Avenue

Jam Handy Picture Service,  
6227 Broadway  
Rothacker Industrial Films, Inc.,  
7510 North Ashland Avenue  
Spor & Ahbe,  
1345 Argyle Street

##### DETROIT, MICH.

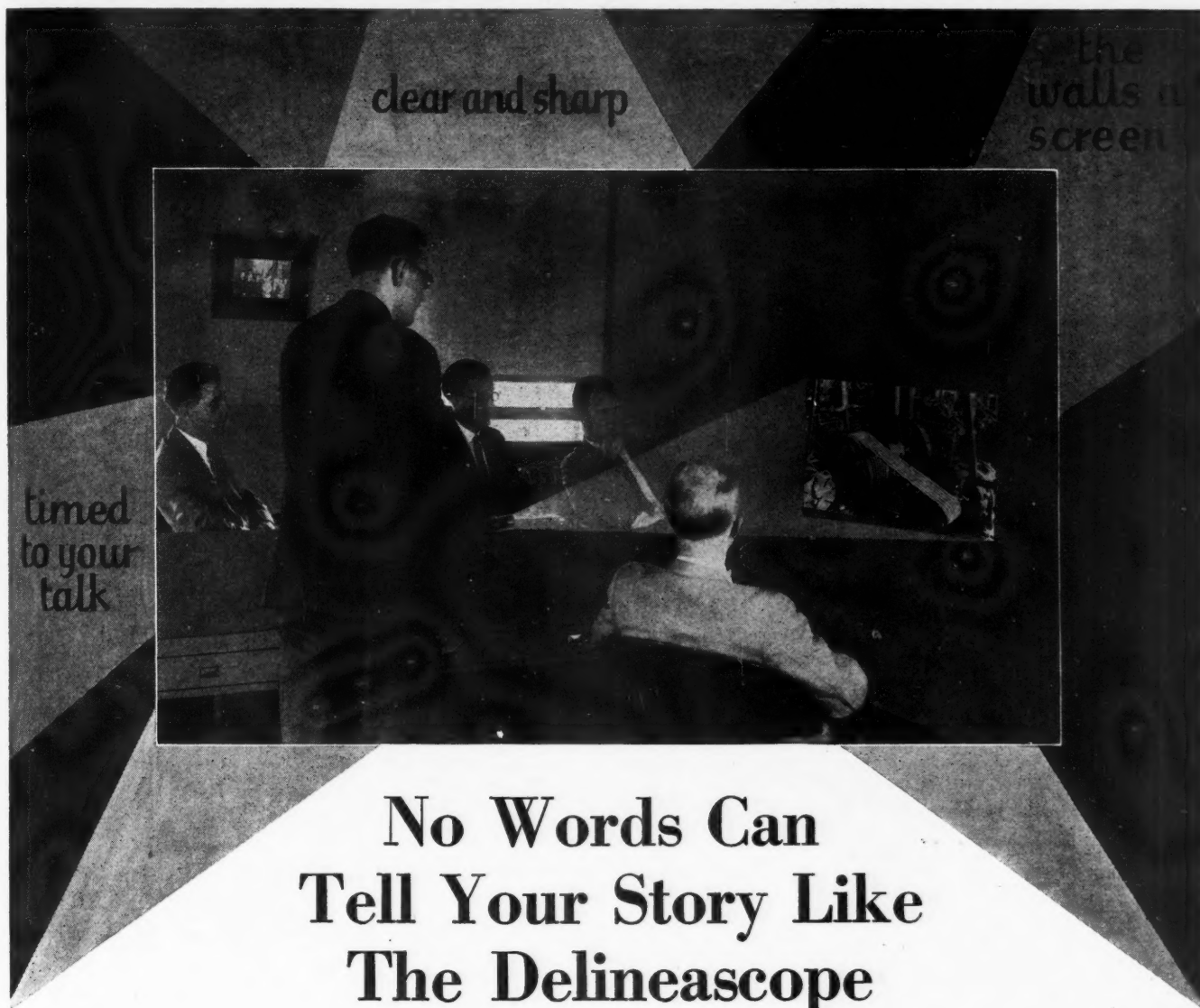
Wilding Picture Productions, Inc.,  
1358 Mullett Street

##### LONG ISLAND CITY, N. Y.

Consolidated Film Laboratories

##### NEW YORK, N. Y.

Automatic Movie Display Co.,  
130 West 46th Street  
Bray Pictures Corp.,  
729 Seventh Avenue  
Caravel Films, Inc.,  
(Div. of Business Training Corp.)  
350 Madison Avenue  
Wm. J. Ganz,  
507 Fifth Avenue  
Pathescope Co. of America,  
33 West 42nd Street  
Seiden-Hodes Films,  
729 Seventh Avenue  
Stanley Film Adv. Co.,  
220 West 42nd Street  
Visugraphic Pictures, Inc.,  
247 Park Avenue



## No Words Can Tell Your Story Like The Delineascope

For really training salesmen—for putting new pep into salesmen—for telling a difficult sales story—for pulling an order out of the fire, the Spencer Delineascope makes your sales points as real to the other fellow as they are to you.

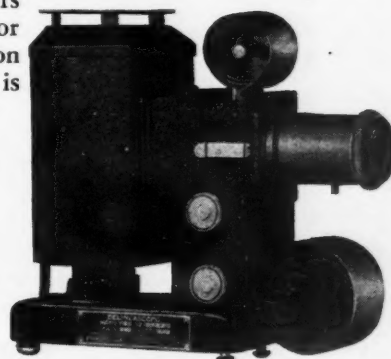
This remarkably simple filmslide projector gives all the sharp detail of still pictures. Charts, diagrams in color, installation pictures, are made alive and real.

Salesmanagers report greatly increased efficiency of the sales force by using the Spencer Delineascope. One company has furnished its dealers a new series of filmslides each week for three years—and the dealers like them so well they pay for them with their own money! One organization is using 1158 Spencer Delineascopes now, and is still buying!

*Write for full information  
on this and other models.*

*Fits into a neat leather case  
9 1/2 in. square, 4 in. thick.  
Built with the same precision  
as a Spencer microscope.  
Anyone can operate it with  
two minutes' instruction.*

**SPENCER  
LENS COMPANY**  
BUFFALO NEW YORK



Branches: NEW YORK - CHICAGO - SAN FRANCISCO - BOSTON - WASHINGTON



## Guide to Selected Business Papers

### arranged alphabetically by principal Industries, Trades, and Professions served

#### ADVERTISING

**SALES MANAGEMENT**, est. 1918, 420 Lexington Ave., New York. Western office, 333 N. Michigan Ave., Chicago. Published weekly, on Saturdays. Type page 7x10. Page rate, \$175; two columns, \$135; half page, \$120; single column, \$75. Subscription price, \$4.00 a year for 53 issues, including this Reference Number. Editorially it concentrates on the marketing problems of manufacturers distributing nationally. Members A. B. C. and A. B. P., Inc.

**THE NOVELTY NEWS**. Published by the Federated Business Publications, Inc., 420 Lexington Ave., New York. Devoted to advertising and sales promotion through the use of premiums, prizes, combination sales and advertising specialties. Circulation covers both users of such merchandise and jobbers, dealers and salesmen who prepare plans and sell merchandise to be used in this way. Published monthly on the 25th. Forms close on the 10th. Type page, 8x10. 12 pages, \$120 each; 6 pages, \$135; single page, \$150. Subscription, \$3.

#### ARCHITECTURE

**THE ARCHITECTURAL RECORD**, 119 W. 40th St., New York. Published monthly. Founded in 1891. One of the F. W. Dodge Corporation's group of building field publications and services. Offers (a) news of progress and development in the art of design (planning and its expression) in the form of profusely illustrated articles by leading architectural writers of the day. Also a portfolio or plate section of current architecture printed by the most modern development of the intaglio process; (b) technical news and research in the form of authoritative and complete studies of definite building problems, containing new data on construction methods, materials and equipment. Forms close 1st of month previous. Type page, 7 x 10 in. One-time rate; Page, \$220; half, \$120 quarter, \$66. Yearly rates: Page, \$200; half, \$110; quarter, \$60. Average net paid circulation, 11,471, including 7,678 architect and engineer subscribers. Subscription price, \$3. Member of the Associated Business Papers, Inc., and the Audit Bureau of Circulations. For additional data see Standard Rate & Data and Crain's Market Data Book.

**BUILDING INVESTMENT**, Realty Periodical Corp., publishers, 420 Lexington Ave., New York; published the 10th of each month; advertising forms close the 20th of the preceding month; type page, 7 1/4 x 10. One time page rate, \$140; agency discount, 15 per cent; cash discount, 2 per cent ten days. Subscription price, \$1. Established 1925. Serving the building and real estate interests of New York and its environs, which constitute a veritable nation within a nation. Covers field involving \$1,556,484,000 per annum, or 21.4 per cent of the total new construction in the United States. Circulation guaranteed in excess of 6,000, with breakdown as follows: architects and engineers, 1,054; financial institutions, 869; contractors, 903; building managers, 713; owner-builders, 613; owners, 1,406; building material dealers, 359; development agents, 286.

**SWEET'S ARCHITECTURAL CATALOGUES**, 119 West 40th St., New York. Established 1906. Pioneer in the consolidated catalogue field. One of the F. W. Dodge Corporation's group of building field publications and services. Type page, 7 x 9 7/8 in. Space sold only in full pages. 1930 edition comprises catalogues of more than 1,800 manufacturers of building materials and equipment. Guaranteed annual distribution of 13,000 copies to every architect maintaining an office in active practice, allied engineers, large building contractors, builders' exchanges, Federal, state and municipal officials in charge of building operations, etc. New copies are loaned to those controlling the primary building field. Upon publication of each new annual edition, these copies are returned and redistributed in the secondary market, to architectural schools, etc. The "habit of use" has been firmly established by 24 successful editions, published yearly since 1906. Established as the indispensable source of information for all those who specify, control purchases, or buy in

the building field. For additional data see Standard Rate & Data and Crain's Market Data Book.

#### ARCHITECTURAL

**PENCIL POINTS**, 419 Fourth Ave., New York. Established 1920. A journal edited for the drafting room and subscribed for by architects, specification writers, architectural draftsmen and architectural students. Published 1st of each month. Forms close 5th of month preceding. Type page size, 7x10. Twelve time rate: Page, \$200; half page, \$110; quarter page, \$60. Ten per cent additional on less than twelve-time orders. Average net paid circulation for six months ending June 30th, 1929, 18,679. Member A. B. C. Subscription price, \$3 a year. Advertising Manager, Philip H. Hubbard. Chicago office, 1050 Straus Bldg., Harrison 7218. Cleveland office, 953, Leader Bldg., Main 8249. San Francisco Representative, Roy M. McDonald, 703 Market St.

#### AUTOMOTIVE

**AUTOMOTIVE INDUSTRIAL RED BOOK**, listing all sources of supply for automotive manufacturers; with specifications, engineering data, etc. Annual distribution approximately 20,000 copies, divided as equally as possible between four issues—February, May, August, November. List of manufacturing executives' names loaned to annual advertisers. Forms close 25th, preceding month of publication. Type page, 5x8. Half-tones, 110 screen. Page rates on annual contract, \$125 per issue. Publishers, Chilton Class Journal Company, Chestnut and 56th Sts., Philadelphia.

**AUTOMOTIVE ELECTRICITY**. Published on the first of each month by Federated Business Publications, Inc., at 420 Lexington Ave., New York. Advertising forms close the 20th of the month preceding. Type page, 7 1/4 x 10. One time page rate, \$115; twelve time page rate, \$90. Agency discount, 13 per cent; cash discount, 3 per cent ten days. Subscription, \$2 a year. Established 1922. Covers service stations specializing in maintenance work on storage batteries, automobile starting, lighting and ignition equipment and automotive electrical accessories.

**CHILTON CATALOG AND DIRECTORY**, standard reference book of automobile trade. Lists all sources of supply for automotive wholesalers, retailers, service stations, fleet owners. Yearly distribution covers all worthwhile buyers. Four issues, January, April, July, October. List service free to annual advertisers. Forms close 25th of month preceding publication month. Type page, 5x8. Half-tones, 110 screen. Page rate on annual contract, \$255 per issue. Publishers, Chilton Class Journal Company, Chestnut and 56th Sts., Philadelphia, Pa.

#### BAKING

**AMERICAN INDEPENDENT BAKER**, B 10-11 Produce Exchange, New York City. A bakers' trade paper devoted exclusively to the interests of manufacturing independent bakers, it offers unusual advertising values to manufacturers of raw materials and machinery used in bakeries. Ownership alone is vested in the 26 bakers' associations of the Eastern States, of which it is the official organ. Circulation is national, including every state in the U. S. Issued weekly on Fridays. Subscription, \$1 per year; foreign, \$2.50. Rates, 52 times: page, \$60; half page, \$32; quarter page, \$17. Type page, 7x10 inches; two columns to the page.

**BAKERS' WEEKLY**, 45 W. 45th St., New York; Chicago office, 360 N. Michigan Ave.; Philadelphia office, 437 Chestnut St. Published every Saturday. Subscription, \$2 a year. Forms close 10 days in advance of publication. Rates: less than three pages used within one year, \$150 per page; 52 pages within one year, \$100 a page. Type page size, 7x10. Member Audit Bureau of Circulations and Associated Business Papers, Inc. It serves both readers and advertisers with a fully equipped laboratory and experimental bakery that is maintained in its New York office.

#### BUILDING AND CONTRACTING

**THE CONSTRUCTOR**, Munsey Bldg., Washington, D. C. Devoted 100 per cent to general contracting industry. Published monthly, 10th of current month, forms close 25th of month preceding publication. Rates, one, three, six, nine, twelve (within one year), as follows: One page, \$150, \$140, \$130, \$120, \$110; half page, \$90, \$80, \$75, \$70, \$65; quarter page, \$58, \$49, \$46, \$43, \$38; eighth page, \$32, \$29, \$28, \$27, \$25. Type page 7x10. Representatives: 410 N. Michigan Blvd., Chicago and 9701 Lamont Ave., Cleveland. Guaranteed net distribution 12,000 for 1929. Sworn statement on request.

**BUILDING INVESTMENT**, Realty Periodical Corp., publishers, 420 Lexington Ave., New York; published the 10th of each month; advertising forms close the 20th of the preceding month; type page, 7 1/4 x 10. One time page rate, \$140; agency discount, 15 per cent; cash discount, 2 per cent ten days. Subscription price, \$1. Established 1925. Serving the building and real estate interests of New York and its environs, which constitute a veritable nation within a nation. Covers field involving \$1,556,484,000 per annum, or 21.4 per cent of the total new construction in the United States. Circulation guaranteed in excess of 6,000, with breakdown as follows: architects and engineers, 1,054; financial institutions, 869; contractors, 903; building managers, 713; owner-builders, 613; owners, 1,406; building material dealers, 359; development agents, 286.

#### CHEMICAL ENGINEERING

**CHEMICAL ENGINEERING CATALOG**. The Chemical Catalog Company, Inc., 419 Fourth Ave., at 29th St., New York; issued annually in September. Forms close July 1. Type page 7x10 inches; minimum space one page. Rates: One page, \$250; two pages, \$420; three pages, \$560; additional pages, \$115 each. Supervised by the various chemical societies. The official and standard buyer's reference work of the chemical engineering field. Main distribution to professional element on basis of \$3.00 a copy if retained permanently, or gratis if exchanged for each subsequent edition. Sold to others at \$10.00 a copy. Distribution covers upwards of forty industries using chemical processes and under chemical operating control. Distribution, 10,000 copies. Distribution List, classified by industries, giving names of firms and individuals receiving the volume, furnished exclusively to space users. Branch offices: 953 Leader Bldg., Cleveland, O., Main 8433, W. P. Winsor, Dist. Mgr.; 1050 Straus Bldg., Chicago, Ill., Harrison 7299, G. E. Cochran, Dist. Mgr.; 703 Market St., San Francisco, Cal., Douglas 3348, R. M. McDonald, Dist. Mgr.

#### CLUBS AND RESORTS

**AMERICAN RESORTS**—a Magazine for Resort Hotels—Country Clubs—Permanent Camps and Dude Ranches. Published monthly by Patterson Publishing Co., 5 S. Wabash Ave., Chicago. Forms close 5th of previous month. The only magazine devoted exclusively to the problems of these enterprises. Distributed to 10,000, 50 per cent of which is paid circulation. Type page 7x10—three columns to page. Rates, \$100 per page—half page, \$60; quarter page, \$30. Agency commission, 15 per cent. Cash discount, 2 per cent.

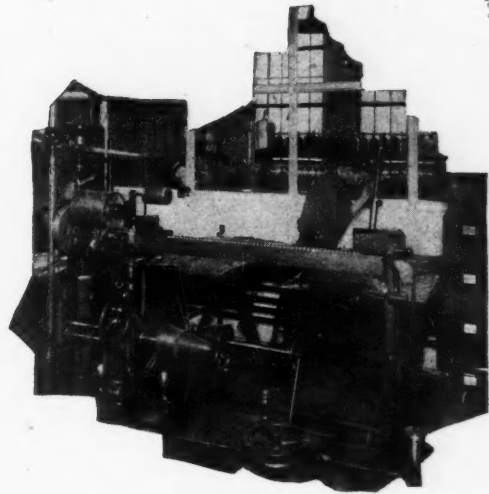
#### CONSTRUCTION

**THE AMERICAN CONTRACTOR**, 173 W. Madison St., Chicago. One of the F. W. Dodge Corporation's group of building field publications and services. A weekly journal of news and ideas gained directly from the field. An authoritative business journal devoted to the interests of contractors of financial ability and professional standing. The market reached is the general building contractor. Circulation, national. Type page, 7 x 10 inches. Forms close each Wednesday at noon. Page rate: One time, \$128; 52 page rate, \$96. Discount to advertising agents, 15%. For additional data see Standard Rate & Data and Crain's Market Data Book.



# Some *are* Presidents....

# Some *are* in overalls



**W**HAT would you think of a salesman who sent in reports like this, "Made my regular call on the Jones Machine Company today. I again failed to get to the man who actually specifies our type of equipment, but—"

Magazines that do not reach the right man are just as worthless to the advertiser as such salesmen are to any company. Yet, the circulation of many magazines is built without the slightest knowledge of the buying habits of individual companies. Titles are no longer an index of buying power—a predominance of superintendents on a classification of titles of subscribers may prove nothing.

Advertising that gets the greatest results sells "the right man." That's why **MILL & FACTORY ILLUSTRATED** is welcomed by progressive advertisers every where. Its unique circulation plan, unobtainable in any other publication, has enabled industrial advertisers to cover "the right man"—regardless of title.

**MILL & FACTORY ILLUSTRATED'S** group of readers are different. Some are presidents, some are general managers, some are shop superintendents—but every single reader has been identified as the individual who specifies what plant equipment, machinery and supplies shall be bought.

*Want the details? Just write us.*

## **MILL & FACTORY ILLUSTRATED**

CONOVER-MAST CORPORATION

420 LEXINGTON AVE.  
NEW YORK CITY

333 N. MICHIGAN AVE.  
CHICAGO, ILL.

**CONSTRUCTION, ENGINEERING**

**ENGINEERING AND CONTRACTING**, a Gillette publication, with circulation of 25,000 monthly. Member A. B. C. and A. B. P. A monthly magazine devoted to the engineering construction fields. Covers engineering design, construction methods and costs of buildings, structures, bridges, tunnels, dams, harbor walls and dredging, and all construction work covered by the term "general contracting." Forms close the 15th of the month; published the 1st. Rates for 12 insertions: \$165 per page. Type page, 7x10; covers and center inserts printed in two colors. Subscription, \$2 per year. Published at 221 E. 20th St., Chicago, Ill. New York office, 420 Lexington Ave.; Cleveland office, 953 Leader Bldg.; San Francisco office, 703 Market St.

**CONSTRUCTION, MUNICIPAL**

**WATER WORKS AND SEWERAGE**, a Gillette publication, member of A. B. C. A monthly magazine dealing with all the structures, machines and devices comprising the "plant" with which a modern municipality serves the public. Total circulation, 16,000. Readers include: municipal officials, executives, superintendents and managers; engineers and architects; contractors; libraries, universities, professors, students; manufacturers and distributors; and unclassified. Rates for 12 insertions, \$145 per page. Type page, 7x10. Subscription, \$2 per year. Published at 221 E. 20th St., Chicago. New York office, 420 Lexington Ave.; Cleveland office, 953 Leader Bldg.; San Francisco office, 703 Market St.

**DECORATIVE FABRICS**

**DRAPERIES**, published by Hetty Publishing Corporation, 420 Lexington Ave., New York City. Monthly, published on the 15th of each month. Forms close first of month of issue. Covers complete department store field of decorative fabric goods. Also covers curtain manufacturers, jobbers and converters. Is the only national publication devoted exclusively to this field. Type page size, 7x9 $\frac{7}{8}$ . Page rate, one time, \$125; twelve times, \$80. Circulation, 4,000. This publication allows manufacturers to place swatches of material in full-page advertisements. Additional cost of swatches, \$50 for first swatch, and \$35 for additional swatches in the same advertisement. Sample copies furnished upon request.

**DENTAL**

**THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION**, 58 E. Washington St., Chicago, Ill., is the Official Advertising Medium for dental products and has the largest paid circulation of any dental publication. The Journal is issued the first of each month. Forms close 1st of month prior to publication. Type page 4 $\frac{3}{4}$ x7 $\frac{3}{4}$  inches. Yearly rates: One page, \$112.20; half page, \$67.15; quarter page, \$42.50; eighth page, \$28.90.

**DRUGS**

**PACIFIC DRUG REVIEW**, Portland, Oregon, established 1888; only independent drug journal serving entire trade in Oregon, Washington, California, Idaho, Montana, Wyoming, Utah, Nevada, Arizona and New Mexico. Official organ of six of the seven large state pharmaceutical associations in this territory. Averages over 150 pages per issue. Also publishers of **PACIFIC RETAIL CONFECTIONER**, which includes all branches of the retail confectioner's business, instead of just the fountain end as in the past. San Francisco office, 869 Folsom St. Representatives, S. H. Bloom, Otis Bldg., Chicago, Ill.; C. A. Larson, 254 W. 31st St., New York City; I. W. Lee, 151 Virginia St., Pasadena, Cal.

**DRY GOODS**

**SWEATER NEWS & KNITTED OUTERWEAR** is a monthly trade journal for manufacturers and buyers of Knitted Outerwear exclusively. The text gives the latest fashion news on Sweaters, Knitted Bathing Suits and Ensembles at home and abroad, featuring New York, Paris and Vienna. The circulation includes buyers of retail specialty shops, department stores, wholesalers and 361 chains operating over 8,000 stores. Published on the 1st of the month. Forms close 18th of month preceding. Type page, 7 5/16x10. Minimum rate, \$70; maximum, \$90. Published by **SWEATER NEWS, INC.**, 93 Worth St., New York.

**THE UNDERWEAR & HOSIERY REVIEW** is a monthly trade journal devoted to merchandising of these products, read by retailers, wholesalers and manufacturers of underwear and hosiery. Its circulation among the buyers carries it to every important department store and specialty shop throughout the country. It also reaches the buyers in the chain store and group buying organizations. Its circulation among the sellers embraces manufacturers, selling agents, wholesale distributors, exporters and importers.

Its circulation is 8,000 copies. Published on the first of the month. Forms close the 20th of the month preceding. Type page, 7 $\frac{1}{4}$ x10. Minimum page rate, \$100; maximum, \$150. Published by the **Knit Goods Publishing Corporation**, 93 Worth St., New York.

**ENGINEERING**

**DODGE REPORTS**, Main Office, 119 West 40th St., New York, and eleven other issuing offices. Established 1892. A daily building and engineering news service, giving names and addresses of active buyers and specifiers in a \$6,500,000,000 market. One of the F. W. Dodge Corporation's group of building field publications and services. Issued on individual slips 6 x 3 $\frac{3}{4}$  in., suitable for follow-up records and filing; issued to each subscriber according to his specification of classes of jobs, stages of work, and territory he wants covered in his individual service. Reports give progress stages of the jobs; class and size of project; names and addresses of owners, architects, engineers, general contractors, sub-contractors. Used in every line of business that sells products or services to the new construction market; used by national, regional and local sales organizations. The territory covered consists of the 37 states east of the Rocky Mountains. For additional data see **Crain's Market Data Book**.

**SWEET'S ENGINEERING CATALOGUES**, 119 West 40th St., New York. Established 1914. A consolidated collection of catalogues of industrial construction, equipment and maintenance products. One of the F. W. Dodge Corporation's group of building field publications and services. Type page, 7 x 9 $\frac{7}{8}$  in. Space sold only in full pages. The manufacturers' catalogues give descriptive information, dimensions, capacities, weights, specifications, etc., of industrial power plant engineers, superintendents, etc., public utility officials, consulting and contracting engineers, Federal, state and municipal officials, engineering contractors. Current edition contains 1,379 pages of manufacturers' catalogue information. New copies are loaned to those controlling the primary industrial market. Upon publication of each new annual edition these copies are returned and redistributed to buyers in the secondary market, to engineering schools, etc. The "habit of use" has been firmly established by fourteen successful editions—published yearly since 1914. Copy of distribution list lent to buyers of space. A comprehensive sales service for manufacturers selling to the important engineers and buyers in industry. For additional data see **Standard Rate & Data and Crain's Market Data Book**.

**EXPORT SELLING**

**PACIFIC WORLD COMMERCE**, Merchants Exchange Bldg., San Francisco. Type page, two columns, 7x10 inches. Half-tones, 100 screen. Published monthly. Subscription, \$1 per year. Circulation: 800, domestic; 6,000, foreign; 6,800, total. Annual rates: page, \$75; half, \$40; quarter, \$22.50. One-time rates: page, \$100; half, \$60; quarter, \$35. Only Pacific Coast Export Journal in English and Spanish. Editorial policy appeals specifically to foreign buyers rather than domestic. Advertising sold on strictly commercial and ethical basis. Claims no control over foreign buyers or agencies. Has highest confidence of strongest elements in all Pacific Basin markets. Has largest individually addressed circulation list among export magazines west of New York. Effectively and efficiently stimulates foreign trade in Pacific Basin Countries and Latin America.

**FLOOR COVERINGS**

**RUG PROFITS**, published by Federated Business Publications, Inc., 420 Lexington Ave., New York City. Monthly, published on the 10th. Devoted to Carpets, Rugs and Linoleums. Forms close the first of month of issue. Covers the complete field. Controlled distribution to a guaranteed minimum of 10,000 retail floor-covering buyers and department managers. Readers include 5,456 floor-covering buyers in furniture stores, 2,474 floor-covering buyers in department and dry goods stores, 244 floor-covering retail establishments, 1,245 general stores, 332 floor-covering wholesalers, 98 resident buyers representing approximately 600 department stores with floor-covering departments. Page type space, 3 $\frac{7}{8}$ x6 $\frac{3}{4}$ . One time page rate, \$150; twelve time page rate, \$125.

**FURNITURE**

**THE FURNITURE MANUFACTURER**, Grand Rapids, Mich., a national magazine of widespread interest in the furniture manufacturing industry, wood-working field and manual training schools. In direct contact with manufacturers, purchasing agents, superintendents and foremen in 90 per cent of all furniture factories rated \$15,000 and over. A business paper that completely covers furniture manufacturing field. Established 1880.

Published monthly on the 5th. Final forms close the 1st of the current month. Page rate: 1 time, \$90; 12 times, \$60; fractions, pro rata. Full page, 7x10. Subscription, \$3. Member of A. B. C. and A. B. P., Inc.

**FURNITURE RECORD**, Grand Rapids, Mich., the oldest A. B. C. publication serving retail furniture and home furnishings field. Carries more national advertisers using only one paper in each field than any similar medium; 70.4 per cent of its circulation concentrated in the 13 states in which are located 65.4 per cent of all furniture dealers rated \$35,000 and over. Established 1900. Published 1st of month. Forms close 14th preceding month. Page rate: 1 time, \$150; 12 times, \$100; fractions, pro rata. Full page, 7 x 10. Subscription, \$3. Member of A. B. C. and A. B. P., Inc.

**FURNITURE FABRICS**, published by Hetty Publishing Corporation, 420 Lexington Ave., New York City. Published semi-annually on the 15th of March and September. Forms close 1st of month of publication. Devoted exclusively to furniture coverings and issued at the two buying seasons of the furniture manufacturing industry. Controlled circulation of 6,000 going to the stylists and buyers of all manufacturers of upholstered furniture. Also covers the larger jobber and dealer outlets. Type page size, 7x9 $\frac{7}{8}$ . Page rate, \$150. This publication allows manufacturers to place swatches of material in full-page advertisements. Additional cost of swatches, \$75 for the first swatch, and \$35 for additional swatches in the same advertisement. Sample copies furnished upon request.

**GOLF CLUBS**

**GOLFDOM** cover golf clubs, their buildings, courses and shops; their construction, equipment, operation and maintenance. A billion dollar field, buying a hundred million yearly, and growing at amazing speed. Every president, greens chairman, house manager, professional and greenskeeper of very golf club in America receives an individual copy of every issue of **GOLFDOM**. These men constitute the field buying power. A sworn statement of 16,300 circulation. **GOLFDOM** is published the 1st of each month at 236 N. Clark St., Chicago; telephone State 3160. New York representative, Albino C. Gaylor, 20 Vesey St.; telephone, Fitz Roy 8173.

**HARDWARE**

**HARDWARE AGE**, with which is combined **HARDWARE DEALERS MAGAZINE**, 239 W. 39th St., New York City. Published every Thursday by The Iron Age Publishing Company. Charter member A. B. C. and A. B. P., Inc. Founded 1855. National business paper hardware industry. Devoted to retail and wholesale hardware merchandising. Subscription rate, \$5 per annum—the highest rate of any hardware paper. A. B. C. circulation, Dec. 31, 1928—20,114. Publishes more pages of advertising than all other national hardware papers combined, plus substantial margin. Used by more than 71 per cent of all hardware advertisers—almost twice as many as use next ranking paper. Rates: page, 52 times, \$155; 26 times, \$165; 13 times, \$194; 6 times, \$216; 1 time, \$230. Type size, 7x10. Forms close 10 days in advance of publication. Representatives Cleveland, Chicago, Philadelphia, Boston, New York.

**HEATING AND VENTILATING**

**DOMESTIC ENGINEERING**, 1900 Prairie Ave., Chicago. Established 1889. Read by the entire industry—heating contractors, master plumbers, ventilating engineers, consulting engineers, jobbers, salesmen and manufacturers. Published every other Saturday. Forms close 10 days previous. Page size, 7x10. Page: 1 time, \$260; 13 times, \$225; 26 times, \$190. Subscription price, \$2. Agency commission, 15 per cent; 2 per cent cash discount. Member A. B. C. New York, 110 E. 42nd St., telephone Ashland 8111 and 8112; Detroit, Donovan Bldg., telephone Euclid 3694; Philadelphia, 1507 Finance Bldg., telephone Rittenhouse 2285; Pittsburgh, 609 Chamber of Commerce Bldg., Bell telephone Atlantic 8741-8746.

**HEATING AND VENTILATING**. Established 1904. 521-5th Ave., New York, N. Y. Published monthly. Forms close 15th of previous month. Type page, 7x10. Page rate: 1 time, \$163; 12 times, \$125 per issue. Member A. B. C. and Associated Business Papers. Subscription price, \$2 a year. Reaches heating and ventilating engineers, central station heating engineers, board of education engineers and the big heating and ventilating contractors. Western manager, W. F. Steeg, 228 N. La Salle St., Chicago.

**HEATING, PIPING AND AIR CONDITIONING** (a Domestic Engineering Publication), 1900 Prairie Ave., Chicago, published monthly on the first. Closes two weeks before publication date. A strictly technical journal covering heating in all



**HEATING and VENTILATING (Cont.)**

its forms applicable to the larger types of construction, process piping of all kinds used in industrial plants and air conditioning in its broad meaning of temperature, circulation, humidification and purification. Read by consulting engineers, contractors and engineers in industrial plants, hospitals, schools, hotels, institutions, etc., all of whom are concerned with the design, installation and maintenance of systems and equipment in this field. Rates: Page, one time, \$225; six times, \$200; 12 times, \$175. Half page, one time, \$160; six times, \$120; twelve times, \$100. Quarter page, one time, \$100; six times, \$80; twelve times, \$60. Eighth page, one time, \$60; six times, \$50; twelve times, \$40. Agency commission, 15 per cent, 2 per cent cash discount. Page size, 7x10 in. Half page, 7x4 7/8 or 10x3 7/16 in. Quarter page, 7x2 3/8 or 3 7/16x4 7/8 in. Eighth page, 7x1 1/8 or 3 7/16x2 3/8 in.

**HIGHWAY CONSTRUCTION**

**HIGHWAY BUILDER**, Third and State Sts., Harrisburg, Pa. A monthly, edited, published and collectively owned by road and street pavers. Distributed free for the good of their industry to road and street pavers throughout the United States. Official organ of state-wide contractors' associations in New York, New Jersey, Pennsylvania, Virginia, West Virginia, Ohio, Indiana, Kansas, South Carolina, Wisconsin and Michigan, also Contractors' Association of Philadelphia. Free circulation limited to paving constructors. Every reader is a large buyer of construction equipment. Advertisers using **HIGHWAY BUILDER** waste no money in offering their wares to those who do not buy. Yearly advertising rates: page, \$72.00; half, \$40.00; 6-time rate, page, \$80.00; half, \$43.00; less than 6 times, page, \$88; half page, \$46.00; less than half page, \$3.20 per column inch. Agency commission, 15 per cent. Forms close 20th of each month. Type page size, 7 1/4x10. National circulation, 5,100 copies.

**INDUSTRIAL**

**MANUFACTURERS RECORD**, Baltimore, Md. For 47 years South's leading industrial construction and business paper. Member A. B. P. and A. B. C. Published every Thursday. Forms close 8 days preceding. Type page, 7x10 inches. Financial and special one-time advertisements, \$150 a page. For regular scheduled advertising: one-time page rate, \$126; 52-page rate, \$96. No commissions. Subscription price, \$6.50. Distribution, 14,000 copies weekly, of which 85 per cent are South. Reaches executive and operative officials of South's important industrial, railroad, financial, public utility, engineering and construction enterprises, as well as public officials, architects, engineers, contractors and others in direct charge of South's important activities. Approximately 70,000 items published annually in Construction Department, same information published in advance in Daily Bulletin, which is sent to regular advertisers to help them develop Southern business. Branch offices: New York, Chicago, Cincinnati.

**MILL & FACTORY ILLUSTRATED**, 420 Lexington Ave., New York, N. Y. Published monthly by Conover-Mast Corporation, on 1st of month. Last forms close 10th of preceding month. Type page, 7x10. Rates: Twelve pages, \$165 per page; six pages, \$186; less than six pages, \$200 per page, based on total number used within one year. Cover and special position rates on request. Circulation built and maintained by a syndicate of mill and machinery supply distributors throughout the United States who furnish the names of men in the large industrial plants who influence and specify the purchase of industrial machinery, supplies and equipment. Each copy is paid for by the distributors. Chicago office, 333 N. Michigan Ave.; San Francisco office, 681 Market St.

**MATERIALS HANDLING & DISTRIBUTION**, 420 Lexington Ave., New York, N. Y. Published monthly on first of month by Scientific Press, Inc., affiliated with Federated Business Publications. Last forms close 10th of preceding month. Type page, 7x10; three columns to page. Rates: twelve pages, \$125 per page; eight pages, \$135; six pages, \$145; four pages, \$150; less than four pages, \$170 per page, based on total number used within one year. Cover and special position rates on request. Reaches important executives in all industries interested in the handling and physical distribution of materials from raw to finished product. Total circulation, 7,500. Subscription rate, \$3 a year. Chicago office, 333 N. Michigan Ave.; San Francisco office, 681 Market St.

**INSURANCE—Life**

**THE INSURANCE SALESMAN**—"For Life Insurance Field Workers"—222 East Ohio St., Indianapolis, Indiana, published monthly. Forms close 10th of preceding month of issue. Type page, 7 x 10 1/4. Page rates: 1 x \$250.00; 3 x \$220.00;

6 x \$210.00; 12 x \$200.00. Preferred positions 20 per cent additional. Agency commission, 15 per cent ten days, 10 per cent otherwise to other than insurance company accounts.

A national insurance magazine devoted to sales and educational material for life insurance company executives, branch managers and salesmen, having the largest circulation of any insurance magazine published. Member A. B. P. and A. B. C.

**INSURANCE—Fire, Casualty & Surety**

**ROUGH NOTES**—"The Business Magazine of Insurance"—222 East Ohio St., Indianapolis, Indiana, published monthly. Forms close 25th of preceding month of issue. Type page, 7x10 1/4. Page Rates: Two-color cover positions excepting front—(red and black): 1 x \$160.00; 3 x \$130.00; 6 x \$120.00; 12 x \$112.50. One-color: 1 x \$125.00; 3 x \$99.00; 6 x \$90.00; 12 x \$82.50. Preferred positions, 20 per cent additional. 12 1/2 per cent agency commission to other than insurance company accounts.

A national insurance magazine devoted to sales, educational, advertising and management material for Fire, Casualty and Surety insurance company executives and agents. Member A. B. C. Send for copy, "Analysis Local Agency Field Covered by Rough Notes."

**IRON AND STEEL**

**THE IRON AGE**, New York City. Weekly. Established 1855. Charter member A. B. C. and A. B. P. Subscribed to by companies manufacturing iron and steel, automobiles, machinery, plant equipment, tools, metal goods and all similar products made by and used in the metal trades. Read by executives in these plants for its price quotations, market news, new equipment items, articles on production, management and marketing as applied to this field, and for buying information. Published Thursday, closing eight days previous; when proofs are required for okay, two weeks previous. Page size, 7x10 inches. One page, \$128; 6 pages, \$120; 12 pages, \$116; 26 pages, \$108; 52 pages, \$100. No commissions. Subscription, \$6.

**MILK INDUSTRY**

**MILK PLANT MONTHLY**, 327 S. La Salle St., Chicago. Covers fluid milk industry; read by managers, superintendents, scientific and technical staff, foremen, etc. Published on the 5th. Advertising forms close 20th preceding. Type page size, 7 1/4x10. Subscription price, \$1. One-time page rate, \$85; half page, \$48; quarter page, \$30; 12 times, page, \$75; half page, \$40; quarter page, \$24; eighth page, \$15.

**MUSIC**

**THE MUSIC TRADE REVIEW**. Published monthly by Federated Business Publications, Inc., at 420 Lexington Ave., New York. Published the 1st of each month; advertising forms close on the 20th of the month preceding. Type page, 8 1/2x12 1/2. One-time page rate, \$180; twelve-time page rate, \$150. Agency discount, 13 per cent; cash discount, 2 per cent ten days. Subscription price, \$2. Established 1879. Serving all branches of the music industry, including pianos, phonographs, radio, band instruments, string instruments, sheet music, supplies, accessories, etc. The dominant magazine devoted to the interest of the general music merchant.

**PREMIUMS**

**THE NOVELTY NEWS**. Published by the Federated Business Publications, Inc., 420 Lexington Ave., New York. Devoted to advertising and sales promotion through the use of premiums, prizes, combination sales and advertising specialties. Circulation covers both users of such merchandise and jobbers, dealers and salesmen who prepare plans and sell merchandise to be used in this way. Published monthly on the 25th. Forms close on the 10th. Type page, 8x10. 12 pages, \$120 each; 6 pages, \$135; single page, \$150. Subscription, \$5.

**PRINTING**

**THE INLAND PRINTER**, 330 S. Wells St., Chicago. Established 1883. The practical national business and technical journal for executives and employees of the printing and allied industries. Pre-eminently the most influential magazine of its kind, containing departments conducted by specialists. Published the first of each month; forms close 15th of month preceding date of issue; type page size, 6 3/4x10; one-time page rate, \$170; twelve-time page rate, \$140; actual sworn net paid circulation, 12,472; subscription price, \$4. Through the INLAND PRINTER the advertiser reaches the actual buyer. Member A. B. C. and A. B. P.

**RADIOS AND TALKING MACHINES**

**TALKING MACHINE WORLD & RADIO-MUSIC MERCHANT**, Federated Business Publications, Inc., publishers, 420 Lexington Ave., New York; published the 15th of each month; advertising forms close on fifth of same month; type page, 12 1/2 high by 8 1/2 wide; one-time page rate, \$200; yearly rate, \$160; quarter-page rate holder, \$50 per issue; agency commission, 13 per cent; cash discount, 2 per cent; subscription price, \$2 United States, \$3 in Canada, \$4 other countries. The recognized leader and dominant trade journal of the radio-music industry. Reaches the dealers, jobbers and manufacturers whose interest lies in this important field, and offers manufacturers of radio-music products an exceptional opportunity to reach efficiently their most profitable market.

**RAILWAYS**

**RAILWAY PURCHASES AND STORES**, 9 S. Clinton St., Chicago, considered their personal magazine by railway purchasing agents and storekeepers, indicated by the fact that during this past year 60% of the matter published was contributed by railway officials themselves. 28 pages per issue. Our subscription list includes the buyers for over 90% of all railroad mileage in North America. Published monthly on the 1st; forms close 25th of preceding month; type page size 7x10, two columns to page. Rates: less than 3 pages per year, \$130.00 per page; 3 pages, \$120.00; 6 pages, \$110.00; 12 pages, \$100.00. Advertising Agency Commission, 13% 30 days, less 2% cash discount 10 days from invoice date.

**RESTAURANTS**

**THE AMERICAN RESTAURANT MAGAZINE**—the magazine for eating places. Published by Patterson Publishing Company, 5 S. Wabash Ave., Chicago. The recognized authority of the restaurant industry with greater circulation than any other paper in the institutional field. Its purpose, by examples and experiences of restaurant owners, is to teach better and more successful operating. Read by owners and buyers of service restaurants, cafeterias, lunchrooms, tearooms, industrial restaurants, hotels, clubs, etc. Published monthly. Forms close 15th of previous month. Type page, 7x10, three columns to page. Rates, \$150 per page; halves, \$90; quarters, \$45; by the year. Subscription price, \$2.00 per year. Agency commission, 15 per cent. 2 per cent cash discount. 12,000 copies. Of course it's A. B. C.

**ROAD BUILDING**

**HIGHWAY ENGINEER & CONTRACTOR**, published by the International Trade Press, Inc., 53 W. Jackson Blvd., Chicago. Monthly, published on the 1st; forms close 20th of preceding month. Covers the complete highway building field, reaching the active road builders in the contracting field and state and county highway engineers and county commissioners who are responsible for letting contracts. This group buys equipment and materials necessary in the \$1,250,000,000 construction and maintenance program each year. 15,000. Page rate, \$150 on yearly basis. New York office, 250 Park Ave.; telephone Murray Hill 3157.

**ROADS AND STREETS**

**ROADS AND STREETS**, a Gillette publication with a guaranteed (audited) circulation of 27,000 monthly. A monthly magazine serving the highway industry exclusively. Covers highway and street design, construction and maintenance, traffic control, engineering economics and other subjects directly related to this specialized field. Readers include: 13,910 road and street contractors and 1,525 other contractors; 3,113 state highway engineers and their principal assistants; 3,735 city engineers, city managers, street and park superintendents and other municipal officials; 2,630 county engineers and county commissioners; 412 libraries and university students; 1,059 distributors and manufacturers and 616 unclassified readers. Rate for 12 insertions, \$165 per page. Published at 221 E. 20th St., Chicago, Ill. New York office, 420 Lexington Ave.; Cleveland office, 953 Leader Bldg.; San Francisco office, 703 Market St.

**RUBBER**

**INDIA RUBBER WORLD**. Published on the 1st of each month. Forms close 20th of month preceding. Type page 7x10. One time page rate, \$110. Twelve-time page rate, \$77.92. Subscription price, \$3. Industrial paper devoted to all branches of the rubber manufacturing industry, with a world-wide circulation. Established 1889. Read by company executives, chemists and engineers. Published by Federated Business Publications, Inc., 420 Lexington Ave., New York, N. Y.



**SELLING**

**SALES MANAGEMENT**, est. 1918, 420 Lexington Ave., New York. Western office, 333 N. Michigan Ave., Chicago. Published weekly, on Saturdays. Type page, 7x10. Page rate, \$175; two columns, \$135; half page, \$120; single column, \$75. Subscription price, \$4.00 a year for 53 issues, including this Reference Number. Editorially it concentrates on the marketing problems of manufacturers distributing nationally. Members A. B. C. and A. B. P., Inc.

**STONE AND CEMENT PRODUCTS**

**PIT AND QUARRY**, 538 S. Clark St., Chicago. Established October, 1916. Circulation 7,000 covers all of the 5,749 power-operated sand, gravel, crushed stone, cement, gypsum, lime, etc., pits, quarries and mills. The only medium completely covering the pit and quarry field. Published every other Wednesday. Forms close preceding Wednesday. Type page, 7x10. Twenty-six page rate, \$85; thirteen page, \$95; one page, \$115. Rates on covers, inserts, special positions and colors on application.

**PIT AND QUARRY HAND BOOK**, 538 S. Clark St., Chicago, Ill. Established 1923. Published annually. A complete authoritative operating manual and buyers' guide for operators of cement, lime, gypsum, sand and gravel, stone and other non-metallic mineral plants. Arranged in sections by subjects. An appropriate equipment catalog section on machinery, supplies and services follows each section of technical or semi-technical text. Rates for catalog space, per page, per year: 1 page, 1 year, \$140; 2 pages, \$130; 3 pages, \$125; 4 pages, \$120; 5 pages, \$115; 6

pages, \$110. One page, 2 years, \$135; 2 pages, \$125; 3 pages, \$115; 4 pages, \$110; 5 pages, \$105; 6 pages, \$100. One page, 3 years, \$130; 2 pages, \$120; 3 pages, \$110; 4 pages, \$105; 5 pages, \$100; 6 pages, \$95. Circulation includes all of the 5,749 individual power-operated plants.

**TILES AND TILE WORK**

**TILES AND TILE WORK**, a Gillette publication, with monthly circulation of 2,500, distributed to tile contractors, tile dealers and tile manufacturers. Rate for 12 full-page insertions, \$75 per page. Subscription, \$2.00 per year. Published 10th of each month at 221 E. 20th St., Chicago, Ill. New York office, 420 Lexington Ave.; Cleveland office, 953 Leader Bldg.; San Francisco office, 703 Market St.

**TIRES**

**TIRES**, 420 Lexington Ave., New York City. "The Trade Paper of the Tire Industry." Published monthly on the 15th. Advertising forms close on 5th of same month. Type page, 7 1/4 x 10. One-time page rate, \$150; 12-time rate, \$125. Agency discount, 13-3 per cent. Subscription price, \$2. Devoted completely and exclusively to the interests of the tire and tire accessory manufacturers, jobber, dealer and tire repair man, Master Tire Station and its diversified services with especial emphasis on the merchandising side. A 100 per cent tire trade circulation affording a direct approach to all connected with the industry.

**THE TIRE RATE BOOK**, 420 Lexington Ave., New York City. Published annually in April.

Forms close month preceding. Type page, 6 3/4 x 6 1/2. Page rate, \$100. Agency discount, 13 per cent, 3 per cent. Single copy price, \$1. A handbook and reference book of necessary information for all members of the tire trade.

**TRAFFIC AND TRANSPORTATION**

**MOTOR FREIGHT**, a Gillette publication, with monthly circulation of 2,500, distributed as follows: to franchised common carriers operating under permit of public utility or railroad commission of each state, known as Public Utility Companies, from one city to another over definite routes. Rate for 12 full-page insertions, \$60.00 per page. Published the 1st of each month at 221 E. 20th St., Chicago, Ill. Subscription, \$2.00 per year. New York office, 420 Lexington Ave.; Cleveland office, 953 Leader Bldg.; San Francisco, 703 Market St.

**MATERIALS HANDLING & DISTRIBUTION**, 420 Lexington Ave., New York, N. Y. Published monthly on first of month by Scientific Press, Inc., affiliated with Federated Business Publications. Last forms close 10th of preceding month. Type page, 7x10; three columns to page. Rates: twelve pages, \$125 per page; eight pages, \$135; six pages, \$145; four pages, \$150; less than four pages, \$170 per page, based on total number used within one year. Cover and special position rates on request. Reaches important executives in all industries interested in the handling and physical distribution of materials from raw to finished product. Total circulation, 7,500. Subscription rate, \$3 a year. Chicago office, 333 N. Michigan Ave.; San Francisco office, 681 Market St.

## Who Directs Your Good Will Advertising?

Good Will Advertising, properly directed, will build new business for you and insure future patronage from present customers. Good Will, which is to say advertising through merchandise, must be under the direction of persons familiar with this phase of advertising to be most successful and economical.

Placing your Good Will Advertising with W. P. Bushell & Co., Inc., assures you of expert council both in the selection of merchandise and the formulating of plans for its use. You are relieved of every detail.

Bushell service costs the client nothing, yet he enjoys the advantages resulting from large purchases for all those we serve.

Among Bushell clients are U. S. Rubber Co., Graybar Electric Co., Westinghouse Electric & Mfg. Co., and Pennsylvania R.R. Co.

Your request will bring information as to the adaptability of this service to your business—and of course without obligation to you.

# W. P. BUSHELL & CO., Inc.

420 Lexington Avenue

NEW YORK, N. Y.

2.  
t,  
ok  
or

th  
ol-  
ng  
n-  
ty  
ite  
00  
at  
00  
t.;  
o,

20  
ed  
ss,  
ca-  
h.  
es;  
5;  
an  
m-  
ial  
ant  
he  
als  
on.  
go  
sco







## VIII

ADVERTISING  
MATERIALS

## RESULTS OF TWO SALES MANAGEMENT SURVEYS

## Supplemented by Recommended Lists of Producers of Advertising Materials

This section gives the results of two surveys by SALES MANAGEMENT—a direct-mail survey and a “straw vote” among national advertisers to get their recommendations of producers of advertising materials.

Any sales or advertising executive who may contemplate an enlargement of his direct-mail activities will therefore find in this section suggestions as to how best to proceed, based on the results of the direct-mail survey, as well as where to buy the materials necessary for such increased activities, such as addressing machines, lists, advertising specialties, printing, lithographing, paper, envelopes, catalog covers, etc.

In the direct-mail survey nineteen questions were asked, as follows:

1. Is your direct-mail designed to get inquiries, orders, or both?
2. Do you offer a booklet, sample of special price?
3. Upon what terms is your product offered?
4. What percentage of inquiries result in sales?
5. From what sources are your mailing lists compiled?
6. Which of the various mailing list sources do you find most productive?
7. Is the production work of your direct-mail completed in your organization or is it sent outside, or do you complete part of it and have the balance produced outside?
8. What addressing, mailing and sealing equipment do you use?
9. Do you keep a stencil list?
10. Are your stencil lists made up of prospects, customers or both?

11. Do you arrange your stencils alphabetically, geographically, or otherwise?
12. How many names do you use for testing purposes? If test proved profitable on one list, do you test other lists?
13. Do your final mailings produce the same percentage of returns as indicated by your tests?
14. What type of mailing pieces do you use?
15. Do you use a standard envelope for all mailings or do you use especially designed envelopes for part or all of your direct-mail work?
16. What do you use to make it convenient for prospect to reply?
17. How far ahead of actual mailing do you order and prepare mailing material?
18. What general items do you include in figuring your direct-mail cost?
19. Will your direct-mail be reduced or increased next year?

The answers to the questions are given beginning on the next page.

Desiring to find out the firms best suited for supplying advertising accessory materials, SALES MANAGEMENT sent a questionnaire to several thousand national advertisers and asked them to suggest reliable printers, lithographers, list houses, etc., whose work they could recommend. Many thousand recommendations were received and the lists and tabulations that follow are based almost entirely on the results of this questionnaire.

The lists of printers, lithographers, engravers, paper and envelope manufacturers, etc., that follow are, therefore, recommended sources.

# Is it possible

## to reduce Window Displays to a Formula?

NOT entirely. Not while competition for space puts a premium on originality. Not while inspiration and a genuine flash of genius can lift a product right out of the competitive rut.

But we have proved that it *is* possible, without in the least restricting originality or confining imagination or suppressing the daring of initiative, to formulate a set of well-defined principles of successful store display—

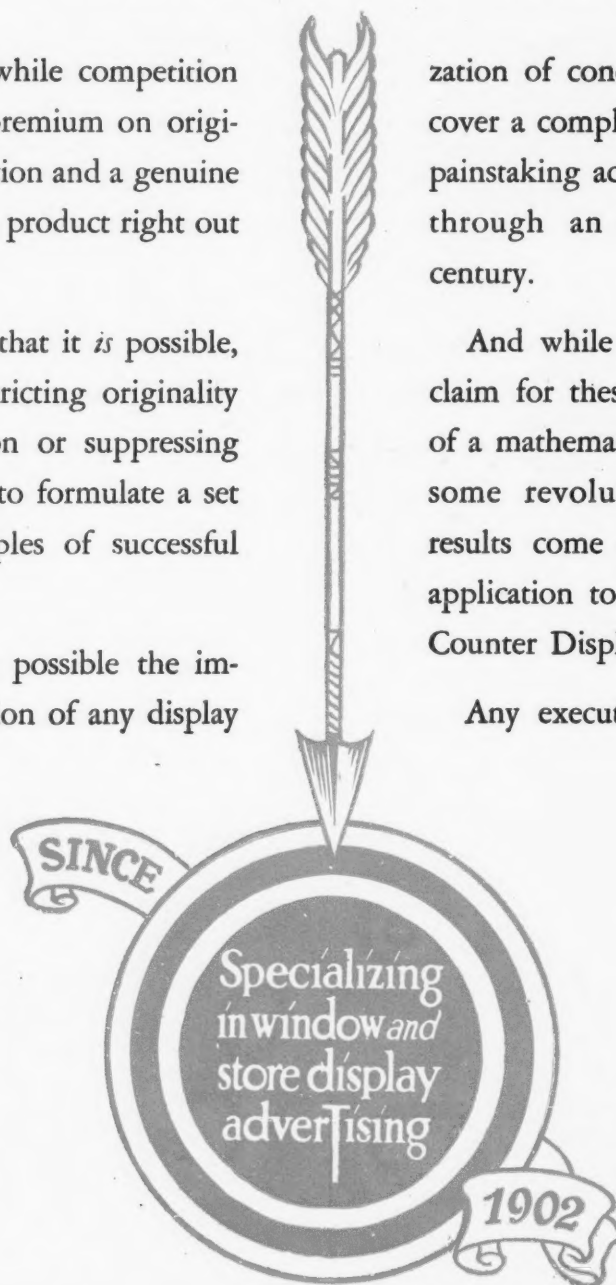
Principles that make possible the immediate *correct* classification of any display problem—that immensely facilitate the *correct* solution of that problem—that eliminate a substantial percentage of the "gamble" generally considered inevitable in display.

These principles are the gradual crystalli-

zation of conclusions based on data that cover a complete generation—on a slow, painstaking accumulation of *facts* acquired through an experience of a quarter century.

And while we do not by any means claim for these principles the infallibility of a mathematical formula, we have seen some revolutionary improvements in results come about through their *correct* application to a problem of Window or Counter Display.

Any executive of the Einson-Freeman organization will consider it a pleasure to give you concrete examples of their recent success — as well as a practical demonstration of how they would *work* on your own problems of display!



## EINSON-FREEMAN CO., INC.

### Lithographers

OFFICES AND COMPLETE MANUFACTURING PLANT  
511-519 East 72nd Street • New York City







## DIRECT MAIL SURVEY

(Based on Sales Management's Questionnaire to Leaders)

**S**ALES MANAGEMENT MAGAZINE, in order to obtain a true cross-section view of exactly what successful advertisers are doing, sent questionnaires to 3,400 direct mail users. The questionnaires covered two pages and asked for pertinent facts. As some of the questions called for figures not generally disclosed, we did expect far less replies than were received. Approximately 24 per cent of those who received the questionnaire filled it in and returned it. After careful and painstaking tabulation, some few replies were rejected as incomplete.

The facts, as here presented, represent today's practice of 730 direct mail users. Advertising agencies, mail order houses, publishers, department stores, manufacturers, jobbers, public utilities, and banks are but a few of the many fields covered. Replies tabulated include those received from small, medium and large towns in agricultural, urban and industrial sections of the country. All states are represented.

The questions asked, together with a complete chart of the replies and comments, follow:—

### 1. Is your direct mail designed to get inquiries, orders, or both?

40.7% advertise for inquiries.  
33. % advertise for orders and inquiries.  
26.3% advertise for orders.

Approximately 41 per cent of direct mail advertisers design their appeals to arouse sufficient interest in their product or service to warrant inquiries. These inquiries come in on coupons or return cards and ask for further information or to make it possible for the advertiser to send a salesman. Thirty-three per cent design their appeals so that orders or inquiries may result. Twenty-six per cent construct their mailing pieces so as to eliminate inquiries and thus secure orders only.

### 2. Do you offer a booklet, sample or special price?

56.6% offer booklet.  
33. % offer sample.  
9.8% offer special price.  
0.6% offer premium.

It is interesting to note that a few direct mail advertisers offer all three,—booklet, sample, and special price. The special price is usually reserved as a final resort where a follow-up series is designed. With respect to manufacturers and jobbers who solicit business from retailers, a special price is sometimes offered as an inducement to get new accounts. A number of advertisers use the booklet and sample; some use booklet and special price. About 57 per cent feature a booklet; 33 per cent offer a sample; and about 10 per cent offer a special price. Less than 1 per cent offer a premium. A premium is usually a novelty of some kind, such as a wallet for the new size paper money. Special prices and premiums are made available usually in such cases where the prospect accepts the offer within a short limit of time.

### 3. Upon what terms is your product offered?

36.3% ask for cash with order. Money back guarantee.  
33.1% offer goods on approval.

18.7% send goods C. O. D. Pay postman or expressman.  
6.3% ask for cash with order. No guarantee.  
4.2% offer time payments.  
1.4% ask for deposit or sight draft.

In this case, the great majority accept the regular trade terms. The chart indicates the percentages of all offers excepting the regular trade terms. Thirty-six per cent ask for cash with order on a money-back guarantee basis. An additional 6 per cent ask for cash with order, but do not insert the money-back clause. Just how much this absence of the guarantee affects the returns will never be known. It is suggested that the money-back guarantee be tested against terms without the guarantee. Thirty-three per cent send for goods on approval. The approval period ranges anywhere from three days to two months. About 19 per cent send their goods C. O. D., payment to be made to the postman or to the expressman. A little more than 4 per cent of the advertisers whose product or service involves comparatively large amounts offer time payments. Comparatively few ask for a deposit or a sight draft.

### 4. What percentage of inquiries result in sales?

The direct-mail advertisers, whose appeals ask for inquiries only, state that anywhere from 2/10 of 1 per cent to 100 per cent of the inquirers eventually materialized into sales. The average percentage is 25.45 per cent.

Advertisers who ask for either inquiries or orders, sales result from 3/4 of 1 per cent to 100 per cent. The average percentage of inquiries resulting in sales is 29.43 per cent. Advertisers who seek orders only and who, as a result of their advertising derive some inquiries, secure a higher percentage of orders than do the other two groups. Inquiries in this case range from 1 per cent to 100 per cent and the average is 29.86 per cent. The aggregate, combining those who seek orders, inquiries and orders, and inquiries average 27.7 per cent sales.

### 5. From what sources are your mailing lists compiled?

33.2% compiled from directories.  
22. % compiled from mailing list companies.  
16.9% compiled from salesmen's reports.  
16.5% compiled from inquiries from periodical advertising.  
7.9% compiled from customers.  
1.5% compiled from canvass.  
2. % compiled from various other sources.

One-third of the mailing lists are derived from various directories. As shown on the above chart, the percentage is considerably greater than that of any other group and closely approximates the percentage of any two groups. Twenty-two per cent secure their lists by purchasing them from list publishing houses. The next chief source is that which results from advertising run in newspapers, trade publications and magazines. Seventeen per cent, and incidentally one of the most profitable sources, is those derived by the salesmen. A little less than 8 per cent of the lists are secured through satisfied customers. 1 1/2 per cent of the mailing lists are derived through personal canvass. Two per cent are derived from various other sources. These miscellaneous sources include voting lists, newspaper society notes, lists of graduates from various schools, automobile registrations, association and club membership rosters, telephone books, real estate reports, tax reports, and through the cooperation of the Chambers of Commerce.

## DIRECT MAIL SURVEY—(Continued)

### 6. Which of the various mailing list sources do you find most productive?

- 43.4% find most profitable salesmen's reports.
- 17.2% find most profitable lists of customers.
- 16.2% find most profitable directory lists.
- 11.6% find most profitable mailing list companies.
- 9.9% find most profitable inquiries from periodical advertising.
- 1.7% find most profitable other sources.

It is quite evident from the replies that the names of prospects submitted by salesmen produce far better returns than do lists compiled from other sources. The next in order of preference is that of lists made up of customers. Aside from the lists especially compiled of names recommended by salesmen and customers, directories are undoubtedly the better source of lists. In fact, 16 per cent of the direct-mail advertisers prefer directories. Next in order are the lists supplied by mailing list houses. It is interesting to note that lists obtained from inquiries in response to advertisements appearing in periodicals are poorer in productiveness than others. Less than 2 per cent of the direct-mail users find miscellaneous lists mentioned in question 5 to be productive.

### 7. Is the production work of your direct mail completed in your organization or is it sent outside, or do you complete part of it and have the balance produced outside?

- 42.8% divide mail advertising between own plant and outside organizations.
- 39.4% produce their own direct-mail advertising.
- 17.8% turn production over to outside plants.

Almost 43 per cent of the direct-mail advertisers have their direct-mail produced in part in their own plant and part outside. In most instances the writing of the appeals, layout, and planning are done in the organization. A great number use outside sources only during the busy season when it would not be advisable to employ temporary help. Thirty-nine per cent produce their own direct-mail advertising, although a few of these have the printing, other than processed letters, done outside. About 18 per cent have all productive work done outside. A number of this last group are contemplating the installation of equipment so as to have closer control over the mailing lists and dates of mailing.

### 8. What addressing, mailing and sealing equipment do you use?

- 54.8% of equipment is—addressing machines.
- 22.9% of equipment is—machines for sealing and stamping.
- 14. % of equipment is—letter process or duplicating machines.
- 3.3% of equipment is—meter machines.
- 2. % of equipment is—automatic typewriters.
- 1 % of equipment is—folding machines.
- 1.5% of equipment is—various other machines.

54.8 per cent of the direct-mail advertisers are equipped with Addressograph, Elliott-Fisher, Belknap, Derby and other addressing machines. A little less than 23 per cent are equipped with sealing and stamping machinery, not including meter machines. But 3.3 per cent have their own meters. Fourteen per cent have multigraph, multipost, mimeograph and other processed letter machines and but 2 per cent are equipped with automatic typewriters. One-fifth per cent have folding machines and, as far as replies indicate, but one firm uses a silent folder.

Forty direct-mail users are completely equipped with electrically operated addressing, mailing and sealing machinery.

### 9. Do you keep a stencil list?

- 84.3% maintain stencil lists.
- 15.7% do not maintain stencil lists.

84.3 per cent maintain stencil lists and 15.7 per cent keep lists not on stencils, but on cards or other indexes.

### 10. Are your stencil lists made up of prospects, customers, or both?

- 82.5% include customers and prospects.
- 11.3% include customers only.
- 4.4% include prospects only.
- 1.8% include salesmen distributors.

Eighty-two and one-half per cent of those who maintain stencil lists have lists of customers and prospects. In a great majority of instances the customers are segregated from prospects. Where not segregated they are usually tabulated with a signal so that automatic addressing machines can select either group. A few concerns, 11.3 per cent, keep stencils of their customers only. Where this practice is followed, it is common to use numerous lists and to make a stencil for an individual only after that individual has made a purchase. 4.4 per cent maintain a stencil list of prospects only. It would not be amiss to suggest that customers be placed on a stencil or kept on an index of some kind so that as conditions warranted the firm could solicit business direct, particularly in such territories where the salesmen's traveling expenses are not commensurate with the business received. Less than 2 per cent of the firms keep stencils of their salesmen, distributors and agents only.

### 11. Do you arrange your stencils alphabetically, geographically, or otherwise?

- 68.8% are arranged geographically and then alphabetically.
- 18.9% are arranged alphabetically only.
- 5.5% are arranged by sales territory.
- 4.1% are arranged by trade or class.
- 2.7% are arranged by other means.

It seems to be the general plan to arrange stencils geographically by their state and town and then to arrange by names under each town alphabetically. As shown on the above chart, more than 68 per cent arrange their stencils in this way. About 29 per cent disregard the geographical location and arrange their stencils alphabetically by name only. Five and one-half per cent of direct-mail advertisers arrange their lists by sales territory. This arrangement is designed to group prospects in any one salesman's territory, irrespective of state, for example, Kansas City, Missouri, and Kansas City, Kansas, would come under one territory. Four per cent arrange their stencils by trade or industry. The balance of the lists (2.7 per cent) are arranged numerically by order number, by items purchased, by fraternity or lodge, by date of inquiry, by type of account, by railroad serving customer and by population of town.

### 12. How many names do you use for testing purposes? If test proved profitable on one list, do you test other lists?

- 69.8% make no tests.
- 18.4% make test lists and appeals.
- 11.8% make test appeals only.

Practically 70 per cent of direct-mail users make no tests. 18.4 per cent test each list and appeals. 11.8 per cent test the appeals only and continue on all lists should one list prove



# FOR SUCCESSFUL Direct-Mail Advertising

*Call One of the Printers Listed Below*

In each of the 42 cities in this list, there is a printer who can give superlative service in the preparation and execution of successful direct-mail advertising.

These printers work in close association with Charles Austin Bates, Inc., of New York, and call on us for analyses, plans, copy and art work.

During the past year alone, these printers, thru

our office, made 230 direct-mail campaigns for every conceivable type of business.

We have probably had successful experience in your line of endeavor.

Address inquiries to the city nearest you. If you are not situated in a city near one of the associated printers, we suggest you write to New York. New connections with printers are being made constantly.

<b>Atlanta, Ga.</b> The Ruralist Press	<b>Houston, Texas</b> O. L. Scrivner Ptg. Co.	<b>Reading, Pa.</b> E. W. Rettew
<b>Baltimore, Md.</b> The Adpress	<b>Indianapolis, Ind.</b> The Bramwood Press	<b>Rochester, N. Y.</b> Case-Hoyt Corporation
<b>Boston, Mass.</b> Geo. H. Ellis Co.	<b>Lancaster, Pa.</b> Intelligencer Printing Co.	<b>St. Louis, Mo.</b> Skinner & Kennedy
<b>Camden, N. J.</b> Franklin Artcraft	<b>Lincoln, England</b> J. W. Ruddock & Sons	<b>St. Paul, Minn.</b> H. C. Boyeson Co.
<b>Central Falls, R. I.</b> The Adam Sutcliffe Co.	<b>Louisville, Ky.</b> Kentucky Printshop Co.	<b>San Antonio, Texas</b> Maverick Clark Litho Co.
<b>Charlottesville, Va.</b> The Michie Company	<b>Lynchburg, Va.</b> Brown Morrison Co.	<b>Scranton, Pa.</b> The Commercial Printery
<b>Chattanooga, Tenn.</b> Purse Printing Co.	<b>Milwaukee, Wis.</b> Meuser & Burton	<b>Shreveport, La.</b> The Lindsay Co.
<b>Chicago, Ill.</b> Kane-Bowman Printing Co.	<b>Montreal, Canada</b> Dodd-Simpson Press, Ltd.	<b>Stamford, Conn.</b> Brock Press
<b>Cincinnati, Ohio</b> Seyler Printing Co.	<b>Nashville, Tenn.</b> Baird-Ward Printing Co.	<b>Sydney, Australia</b> Bloxham & Chambers, Ltd.
<b>Cleveland, Ohio</b> Ohio Printing Co.	<b>Newark, N. J.</b> Alex. G. Highton, Inc.	<b>Union City, Conn.</b> Perry Press
<b>Fall River, Mass.</b> Dover Press	<b>New Orleans, La.</b> Steege Printing & Publ. Co.	<b>Wichita, Kan.</b> Zona Printing Co.
<b>Glasgow, Scotland</b> Gilmour & Dean, Ltd.	<b>Norfolk, Va.</b> The Southern Press	<b>Williamsport, Pa.</b> Williamsport Printing & Bdg. Co.
<b>Harrisburg, Pa.</b> Nungesser Printing Co.	<b>Paterson, N. J.</b> Blauvelt Bros. Company	<b>Winnipeg, Canada</b> Bulman Bros., Ltd.
<b>Hartford, Conn.</b> Finlay Brothers	<b>Pittsburgh, Pa.</b> Herbick & Held Printing Co.	<b>Worcester, Mass.</b> The Commonwealth Press

*Charles Austin Bates Inc. 67 W. 44th St., New York*

## DIRECT MAIL SURVEY—(Continued)

profitable. It is interesting to note that practically all direct-mail users who do make tests are organizations who are prominent in their field. But 20 individual firms admitted that their lists are too small to warrant tests. One of the replies stated that they "Send out the dynamite and pray for returns." Another said, "Do not make tests but know we should." Another stated, "It doesn't pay to make tests."

The number of names used in the tests vary from 25 to 24,000, the average being 1,855 names per test. Five hundred and 1,000 seem to be the standard units most generally used. Some concerns test percentages of their lists, these ranging from 5 per cent to 1/3 of the list, with an average of 10 per cent of the entire list. One firm makes its tests by taking all of one state as a unit.

### 13. Do your final mailings produce the same percentage of returns as indicated by your tests?

- 78% say continuations produce same percentage of business as do test mailings.
- 18% say continuations produce less than do tests.
- 5% say continuations produce better than tests.

Seventy-eight per cent say that their continued mailings and completed mailings produce the same percentage of business. A number of those who made this statement were not positive, and some said that they should make a closer analysis to see if this were true. Of those maintaining a rigid control over their mailings, 18 per cent say that their continuations produce less than their tests. Five per cent make the claim that continuations and completions are better in results than the tests.

### 14. What type of mailing pieces do you use?

- 24. % use circular material.
- 21.4% use processed letters.
- 13.3% use typewritten letters.
- 10.9% use catalogs.
- 9.6% use four-page letters.
- 7.3% use house organs.
- 7.2% use automatically typed letters.
- 4. % use blotters.
- 1.3% use samples.
- 1. % use other pieces.

First and foremost seems to be the circular material. More than 24 per cent of the advertisers use this medium in their direct-mail work. Next in order are the processed letters which are represented by 21.4 per cent. A little more than 13 per cent of the direct mail advertisers have their letters actually typewritten. The fact that 11 per cent use catalogs would indicate that a number of direct-mail users have one or limited articles and do not therefore need a catalog to describe a complete or extensive line. Illustrated four-page letters are used by approximately the same number as use catalogs. Note that in connection with the four-page letter some firms praise its pulling power, while a few question its usefulness. Seven per cent, and this 7 per cent represents organizations long in direct-mail work, use house organs.

### 15. Do you use a standard envelope for all mailings or do you use specially designed envelopes for part or all of your direct-mail work?

- 58.8% use standard size envelopes only.
- 24.5% use both standard and special sizes.
- 14.7% use special sizes only.
- 2. % use window and government envelopes only.

The standard size seems to predominate, as 58.8 per cent adhere to the No. 6 3/4 size, No. 9, No. 10 and other standard sizes. About 25 per cent use both standard and special sizes. In this case the special sizes are used for the purpose of either breaking the monotony of sameness or to emphasize some particular feature, either seasonable, price, or style. A little less than 15 per cent use special envelopes only and disregard the standard size except for usual business correspondence. The balance, 2 per cent, use window and government envelopes only.

### 16. What do you use to make it convenient for prospect to reply?

- 16.9% enclose business reply envelopes.
- 16.2% enclose coupon or order blank with envelope.
- 15.3% enclose government postal card.
- 10.5% enclose unstamped reply card.
- 10. % enclose coupon or order blank.
- 9.3% enclose permit reply card.
- 6.4% enclose stamped reply card.
- 5.7% enclose envelope with stamp on it.
- 5. % enclose unstamped envelope.
- 4.7% enclose government envelope.

With the advent of the business reply envelopes and business reply cards the above chart is interesting because it shows that 17 per cent use the business or permit reply envelope, while 9 per cent use the business reply card. The permit reply card is, we believe, gaining more and more recognition. The increased number may be attributed to the fact that the public in general are getting more familiar with the reply card and know that it has value in spite of the fact that no postage or postage indicia is used. 16.2 per cent enclose a coupon or order blank, together with some kind of return envelope. Government postal cards are inserted in the direct-mail advertising by 15.3 per cent. 10.5 per cent use the unstamped return addressed reply card. This unstamped reply card makes it necessary for the prospect to affix a stamp or insert it in an envelope. Ten per cent use a coupon or order blank so designed as to make it necessary for the prospect to enclose it in one of his own envelopes. 6.4 per cent use a plain or private mailing card with stamp affixed. 5.7 per cent use the return envelopes with the stamp affixed, while 5 per cent enclose an unstamped envelope with a return address. Forty-seven per cent use the government envelope (where the stamp is part of the envelope and can not be removed without destroying the envelope). Incidentally, a number of advertisers should consider the value of the government envelope. It might surprise a number of people to know that the additional cost of the government envelope would be more than offset by the increased returns.

### 17. How far ahead of actual mailing do you order and prepare mailing material?

A great majority of advertisers prepare their material thirty days in advance of mailing, the average time being 47 days. One organization prepares their material one day and sends it out the next, while another firm prepares direct-mail one year in advance.

### 18. What general items do you include in figuring your direct-mail cost?

The great majority include material, overhead, labor, copy, art work, printing, stationery, postage, equipment and depreciation. This is as it should be, because when any of these items are dropped or ignored, the firm would not have an accurate cost figure. Just to indicate how some firms compute their direct-mail advertising, look at these: "Material and postage only," "Salaries only," "Printing only," "Postage only," "All costs except overhead," "All costs except cost of preparing copy," "All costs except labor," "25 per cent of operators salary," "Material, postage and 10 per cent of these two items," "All costs plus 10 per cent of salesman's time wasted on fake replies," "Flat overhead, plus \$5 per thousand pieces mailed."

### 19. Will your direct mail be reduced or increased next year?

- 77.3% will increase in 1930.
- 19.1% will remain same as in 1929.
- 3.6% will reduce in 1930.

77.3 per cent will increase their direct-mail advertising in 1930. 19.1 per cent say that their direct advertising for 1930 will be the same as in 1929. But 3.6 per cent say that they will reduce their direct-mail advertising in 1930.

**THE GLOBE MAIL SERVICE, Inc.,**  
148 West 23rd Street, New York City, can address an envelope to every doctor in the United States (140,000) in one day.

While doing so it will print the letterheads in two colors, multigraph the letters and sign them (using special speed letter presses on which they have exclusive rights)—also insert in envelopes with the other enclosures, seal and stamp the envelopes, which will then be delivered to the New York General Postoffice at 32nd Street and 8th Avenue for mailing — **ALL IN ONE DAY.**

The minimum price of such a mailing, if anyone is interested, would be a little over \$1,000 for the envelopes, letterheads, printing, addressing, etc., but the minimum postage cost would be \$1,375.00 under the new low postage rates.

If the message should be really urgent, the GLOBE MAIL SERVICE, Inc., could work into the night and cover any or all of the following lists as well:

75,000 Dentists	2,100 Sanitariums
60,000 Druggists	18,000 Real Estate Brokers
11,000 Architects	26,000 Lawyers, Members
8,700 Osteopaths	of American Bar
6,400 Chiropractors	Association
6,000 Accountants	22,000 Banks, Chief
4,600 Hospitals	Cashiers

and there would be a 99 per cent guarantee of Postal Delivery.

*There are certain other interesting features of this service for corporations using general lists or their own private lists. Write Mr. S. M. Hopney for descriptive folder.*



## MAILING LISTS AND THEIR RELATION TO DIRECT MAIL WORK

By C. J. WILLIAMS  
Authority on Direct-Mail

In any direct-mail campaigns, the mailing list is the foundation on which success is built. If just one-third the time, thought and energy were given to the list as to other phases of the campaign—then the mistakes made with this form of advertising would be few.

Obviously any discussion on mailing lists not made in relation to direct-mail advertising itself would be very unintelligible.

Where should the first start be made in direct-mail advertising? That is a question asked us every day and our answer is usually summed up in these few words, "Every firm should use direct-mail advertising on its list of customers." Any advertising that only attracts new customers and forgets the old, results in the course of time in the slump of sales.

The manufacturer or wholesaler who sells to the dealer should have three definite mailing lists:

1. A general prospect list—which should include every retailer that is known to be a prospect for the merchandise offer.
2. Live prospect list—this list should be made up of firms taken from the general prospect list that have inquired about their merchandise and should also include those firms from which the salesman has received a satisfactory interview.
3. Customer list—to be made up of course by all new and old customers as well.

Any direct-mail advertising sent to the general prospect list must be designed either to get inquiries or to help pave the way for the salesman that is calling on that particular trade.

On list No. 2 direct-mail advertising should be designed to not only get orders but to keep the prospect sold between the salesman's calls.

No. 3, all direct-mail advertising sent to the customer list should be specifically designed to keep the customers on the books.

It is not always wise for the manufacturer or wholesaler to attempt to maintain his own general prospect list.

For instance, the food manufacturer or grocery wholesaler would find it practically impossible to keep up the entire list of 282,000 grocers which there are in the United States and in a like manner the manufacturer of dresses would find it equally impossible to maintain a list of all the general stores throughout the United States, of which there are about 150,000. A better plan is to send all advertising material to a reliable mailing list house and have them address the envelopes or literature direct from their reference library. These mailing list houses are better equipped to keep these lists up-to-date. And since the loss that any food manufacturer or wholesaler might incur on account of sending his advertising material to an inaccurate list would run into a lot of money the advantages of this suggestion immediately manifest themselves.

Manufacturers or wholesalers who

## MAILING LIST HOUSES

(These firms were recommended by their customers in response to a SALES MANAGEMENT questionnaire)

AKRON, OHIO  
The Ohio Advertising Co., 90 Ash St.

AUSTIN, TEXAS  
E. L. Steck Co., 9th and Lavaca St.

BOSTON, MASS.  
Dickie-Raymond, Inc., 88 Pearl St.

CHICAGO, ILL.  
Buckley-Dement Co., 1300 W. Jackson Blvd.  
Reuben H. Donnelly Corp., 320 E. 21st St.  
Lows Letter Service, 223 W. Madison St.  
R. L. Polk & Co.  
Trade Circular Co., Inc., 166 W. Adams St.

CLEVELAND, OHIO  
Advertising & Addressing Co., 2307 Chester Ave.  
The Eclipse Electrotype & Engraving Co., 1457 Superior Ave., N.E.  
Ohio Printing Co., 1426 West Third St.

DES MOINES, IOWA  
The Farmers Market Bulletin, 707 Locust St.

DETROIT, MICH.  
Direct Advertising Service, Inc., 2842 W. Grand Blvd.  
Evans-Winter-Hebb, Inc., 818 Hancock Ave., W.  
R. L. Polk & Co., 431 Howard St.

EMPORIA, KANSAS  
Verve Adv. Service, 619 Commercial

GRAND RAPIDS, MICH.  
The Dean-Hicks Co., 217 Grandville Ave.

HARRISBURG, PA.  
Nungesser Printing Co., 46 N. Cameron St.

KANSAS CITY, MO.  
Union Bank Note Co., Bank Note Bldg.

LOS ANGELES, CALIF.  
California Letter Co., 728 S. Hill St.  
Los Angeles Addressing & Mailing Co.  
Young & McCallister, Inc., 1300 Santee St.

MINNEAPOLIS, MINN.  
The Hicks Co., 225½ So. Fifth St.

NEWARK, N. J.  
Alex G. Highton, Inc., 227 High St.

NEW YORK, N. Y.  
Boyd's City Dispatch, 114 E. 23rd St.  
The Gage Publishing Co., 461 Eighth Ave.  
Globe Mail Service, Inc., 148 W. 23rd St.  
W. S. Ponton Co., Inc., 635 Sixth Ave.

PHILADELPHIA, PA.  
Chilton Catalogue and Directory

PITTSBURGH, PA.  
Tanki Mail Adv. Service, 319 Fifth Ave.

PORTLAND, ME.  
Fred L. Tower Companies, 165 Middle St.

READING, PA.  
Miller Printing, Inc., 39-41 N. 7th St.

SAGINAW, MICH.  
Ray Dankers, 404 Eddy Bldg.

SCRANTON, PA.  
The Commercial Printing, Wyoming and Olive.

ST. LOUIS, MO.  
Ross-Gould Co. Adv. Agency, 309 N. 10th St.  
R. L. Polk & Co.

SAN FRANCISCO, CALIF.  
Sunset Press, 1045 Sansome St.

TORONTO, CANADA  
Might Directories, Ltd., 74 Church St.

TULSA, OKLA.  
The Mills Wolf Co., 407 Orpheum Bldg.

WICHITA, KANSAS  
McCormick-Armstrong Press, 1501 E. Douglas Ave.

WILLIAMSPORT, PA.  
Williamsport Printing & Binding Co.

WORCESTER, MASS.  
The Swan Printers, 311 Main St.

consider only the high rated firms as their best prospects would find it much to their advantage, in case they mail over four times a year, to put their general prospect list on stencils or plates. The advantages of this plan are many, but the two most important things to be considered are the speed with which the mailing may be gotten out and the elimination of mistakes made in copying names and addresses. Once the name has been typed on a stencil or put on a plate, it is 100% accurate and the returns on literature sent back by the post office on account of wrong addresses are reduced to a minimum. The more work which has been put in on a mailing list the better the results from that list.

In conclusion, it might be said that

## EQUIPMENT FOR THE ADVERTISING DEPARTMENT

(These firms were recommended by their customers in response to a SALES MANAGEMENT questionnaire)

### ADDRESSING MACHINES

BUFFALO, N. Y.  
Federal Addressing Machine Corp., 77 E. Swan St.

CAMBRIDGE, MASS.  
The Elliott Addressing Machine Co.

CHICAGO, ILL.  
The Addressograph Co., 901 W. Van Buren St.  
Speedamut Addressing Machinery, Inc., 2033 Willow St.

NEW YORK, N. Y.  
Pollard-Alling Mfg. Co., 222 W. 19th St.

ROSELLE, N. J.  
The Rapid Addressing Machine Co.

### AUTOMATIC TYPEWRITERS

CHICAGO, ILL.  
Hooven Automatic Typewriter, 407 S. Dearborn St.  
MacPherson-Eames Mfg. Co., 417 S. Dearborn St.

### DUPLICATING MACHINES

CHICAGO, ILL.  
The Addressograph Co., 901 W. Van Buren St.  
The A. B. Dick Co., "Mimeograph," 736 W. Jackson Blvd.  
Ditto, Inc., 125 W. Austin Ave.  
Individualizing Co. of Illinois, 1132 So. Wabash Ave.

CLEVELAND, OHIO  
The American Multigraph Co., 1802 E. 40th St.

DAYTON, OHIO  
The Rotospeed Co., 3rd and Jefferson Sts.

NEW YORK, N. Y.  
The Beck Duplicator Co., 434 Broadway.  
The Derby Letter Machine Co., 175 Fifth Ave.  
Graphic Duplicator Co., 270 Lafayette St.  
The Speedograph Duplicator Co., 434 Broadway.

### MAILING MACHINES

EVERETT, MASS.  
Standard Mailing Machine Co.

STAMFORD, CONN.  
Postage Meter Co., 749 Pacific St.

WAUKESHA, WIS.  
The Insertograph Co.

MAP AND TACK SYSTEMS

BUFFALO, N. Y.  
Hevenor Map Co.

CHICAGO, ILL.  
George F. Cram Co., 111 N. Market St.  
Rand, McNally & Co., 536 S. Clark St.

INDIANAPOLIS, IND.  
National Map Co., Murphy Bldg.

NEW YORK, N. Y.  
American Map Co., 7 W. 42nd St.  
The Blum Map Co., 432 Fourth Ave.  
C. S. Hammond & Co., 30 Church St.  
Multiplex Display Fixture Co., 152 W. 42nd St.

UNIVERSAL FIXTURE CORP., 137 W. 23rd St.

LONDON, S. E. 12, ENGLAND  
Salmanger Map Co., Grove Park.

### VISIBLE RECORDS SYSTEMS

CHICAGO, ILL.  
Acme Card System.

CLEVELAND, OHIO  
The Brooks Co., 1241 Superior Ave., N.E.

LONG ISLAND CITY, N. Y.  
C. E. Sheppard Co., Van Alst and 14th St.

MILWAUKEE, WIS.  
Stationers Loose Leaf Co., 346 Broadway.

NEW YORK, N. Y.  
Remington Rand Business Service, 374 Broadway.

ROCHESTER, N. Y.  
John C. Moore Corp., 69 Stone St.  
Yawman & Erbe, 1099 Jay St.

practically every well-organized firm has a mailing list which it circularizes at regular intervals; but not one firm in ten has a systematic plan for the revision of its list. At least once a year the prospect list should be sent to reliable list houses for revision. The saving on postage, cost of advertising material and added business that will come because of having an accurate list will more than compensate for the time, labor, etc., consumed in having the list revised.

# FREE! TO DIRECT MAIL ADVERTISERS

The Most Complete Mailing List Catalog Published

An Alphabetical  
List of the  
Principal Trades  
and Professions  
in the  
United States

If You Have  
Not Received  
This Book  
Write for Your  
Copy Today



Contains the  
Latest Statistical  
Information  
Invaluable to  
Sales and  
Advertising  
Managers

All Rated  
Lists Compiled  
From  
R. G. DUN'S  
Reference  
Books

State counts on classifications most frequently circularized; Income Tax, Population Statistics and other valuable information.

*This catalog is Free to executives who use the mail to increase sales.*

## Over 1,500,000 Names on Stencils at Your Service!

Ready to Address Your Advertising Literature or Supply You  
With a Mailing List for the Principal Business and Professional  
Classifications Covering the United States in Quantities of  
300,000 or More Per Day.

Over 1,500,000 business and professional names are represented in our Stencil files. These lists are arranged alphabetically with street addresses for all names required by the Post Office. The rated lists are completely revised every three months. At the same time that the ratings are being checked, changes in street addresses are made. You can either purchase a Mailing List or have your envelopes or broadsides addressed to any of these names. The addressing is neatly and carefully done; in fact, an exact reproduction of a typewritten address. Should you desire to purchase a list, the names are arranged alphabetically, fifteen names to a page, nicely bound, each trade separate. State counts and Prices in our 1929 Catalogue. Allow us to quote you on your requirements.

## THE W. S. PONTON COMPANY, INC.

THE WORLD'S LARGEST ADDRESSING AND MAILING ORGANIZATION

COMPILERS OF MAILING LISTS

635-639 Sixth Avenue

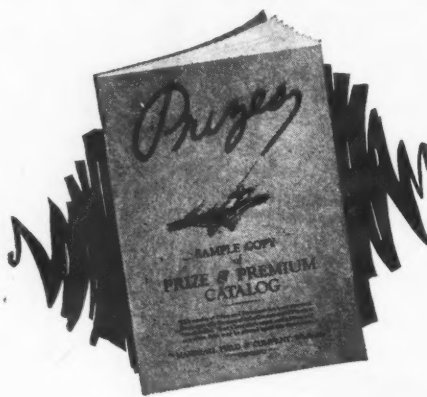
New York City

# SALES CONTESTS

Made

25% to 50% More Effective

by offering  
the merchandise shown in  
this unusual prize catalog



Build your sales contests around beautiful merchandise prizes—chosen from the great stocks maintained by MARSHALL FIELD & COMPANY, Wholesale. Many prominent concerns in all fields are doing so with marked success. Experience has proved that such prizes are decidedly more popular than cash prizes—of greater value in stimulating selling effort.

We are prepared to carry all premium stocks for you without any investment on your part. Our Sales Contest Department will help you select the prizes you wish to offer, arrange and print your catalog, suggest rules for your contest and ship items on your order direct to the winners.

**MARSHALL FIELD & COMPANY, Wholesale**  
CHICAGO

*Manufacturers • Converters • Importers*

*This Memo is  
Important. Hand it  
to Your Secretary*

MEMO—Please write to the Sales Contest, Department, MARSHALL FIELD & COMPANY., Wholesale, 219 W. Adams St., Chicago, requesting their Prize and Premium Catalog. Remind me to outline to them what our needs are.

## CATALOGUE PRODUCTION

The tendency in catalogue production is toward the use of more color, more sales appeal in the description of the product, better printing and better binding. The physical characteristics of the catalogue are at last getting the attention they deserve. For catalogues to be distributed through the mail, paper manufacturers now produce a very light, easy-to-print stock which permits considerable postage savings in the production. Many concerns have found that it pays them to give their catalogues the appearance, dignity and durability of reference books so as to

- a. prevent careless discarding of a catalogue
- b. earn a prominent place for it through its superior appearance
- c. assure it longer life and use
- d. lend prestige to the company issuing it.

Catalogues used every day by active salesmen must be bound in material that can stand wear and abuse and that do not look cheap or show signs of wear.

At least half of the companies using elaborate catalogues find it an advantage to have a book adapted to substitutions and additions, so that

- a. fresh material may be added when certain sheets become obsolete
- b. illustrations and descriptions of new or modified products can be added without destroying the complete catalogue
- c. a selective make-up may be arranged to suit individual requirements
- d. expense is lessened through cutting down the frequency of completely new catalogues.

(See page 303 for list of catalogue cover and binder manufacturers.)

## PRIZES, PREMIUMS, SALES CONTEST GIFTS, Etc.

SALES MANAGEMENT subscribers report ever-increasing use of merchandise prizes instead of cash or honorary awards.

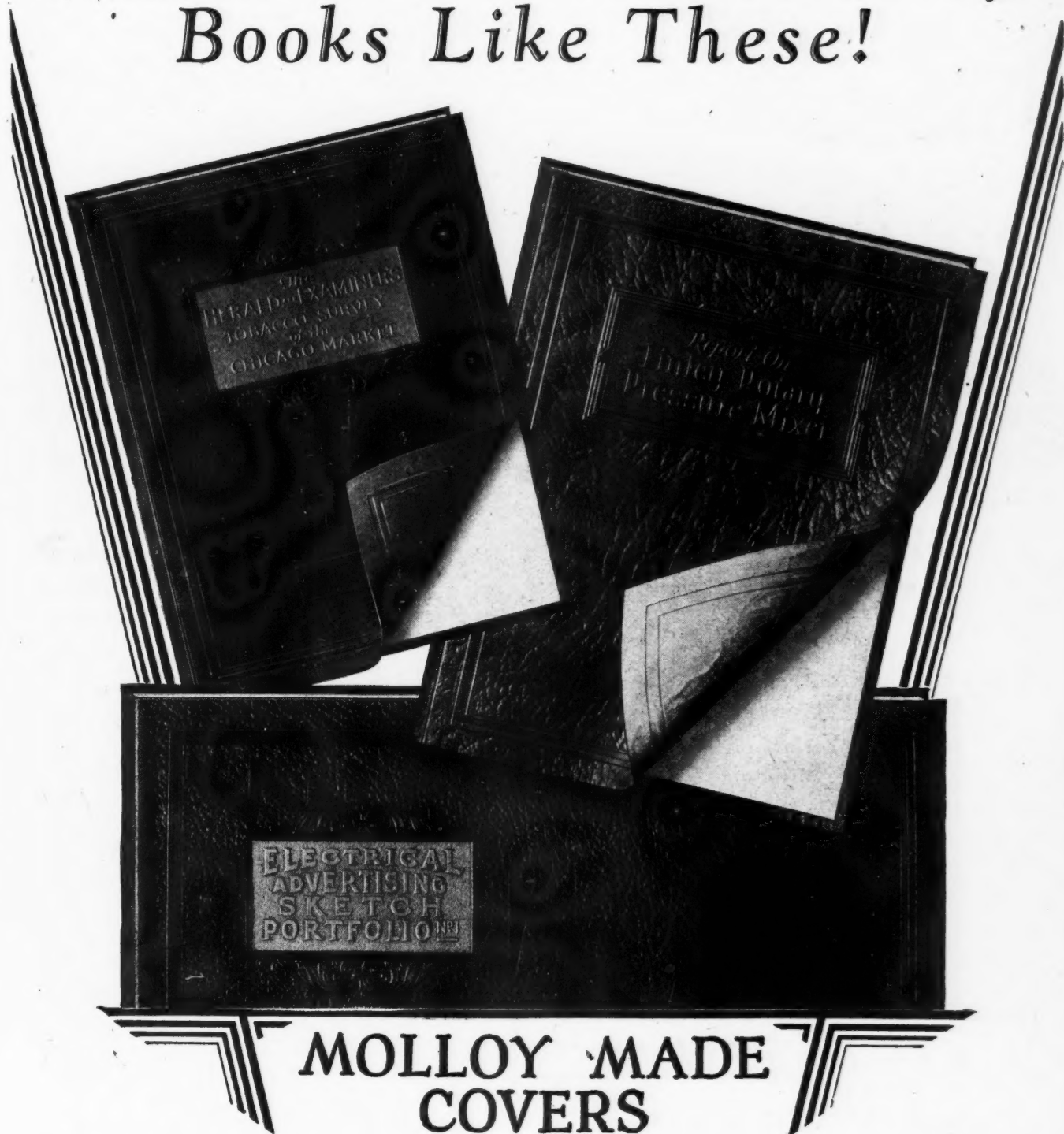
Several organizations make a specialty of assisting sales organizations in planning and operating sales contests. They supply standard merchandise at quantity prices, act as shipping agents, and supply at nominal prices contest catalogues illustrating and describing a wide variety of prizes of interest to the salesman of his family. These catalogues are imprinted with the name of the organization holding the contest. Among the organizations functioning in this way are:

Dartnell Corporation  
4660 Ravenswood Ave., Chicago, Ill.  
John F. Kumler  
35 East Wacker Drive, Chicago, Ill.  
May & Malone, Inc.  
37 So. Wabash Ave., Chicago, Ill.  
Marshall Field & Company, Wholesale,  
Chicago, Ill.  
Sterling Sales Promotion  
6 East Fifth St., Dayton, Ohio

These catalogues help to eliminate much of the fuss and bother in running a contest. The point system is used to show the value of prizes. Points are awarded for such things as sales volume, excess over quota, opening new accounts, number of calls made, number of orders received, etc. Plans submitted by these companies can be applied either to a manufacturer's own salesmen, distributor's salesmen, retailers and clerks, etc.



# Business Takes Notice of Books Like These!



## MOLLOY MADE COVERS

Expensive looking? Surely! That's why they convince your prospect, before ever he looks inside, that you have something mightily important to say to him—something well worth his minutes to read. Yet it is doubtful whether the Tobacco Survey, or the Finley Report, or the Portfolio,

could otherwise have been adequately bound at an appreciable saving! We make covers for bound books, or loose-leaf Binders in any size or style; of artificial leather, Mocotan, or hot-die embossed paper. Designed to your order in any color scheme. Stiff or flexible.

*Write to us!*

COVERS  
for every  
COMMERCIAL  
PURPOSE

**THE DAVID J. MOLLOY COMPANY**

2869 N. Western Ave.  
Chicago, Illinois



300 Madison Ave.  
New York City

ARTIFICIAL  
LEATHER  
MOCOTAN  
HOT-DIE  
EMBOSSD PAPER

## TYPOGRAPHERS

(These firms were recommended by their customers in response to a SALES MANAGEMENT questionnaire)

**AKRON, OHIO**  
The Akron Typesetting Co., 42 Cherry St.  
The Ohio Advertising Co., 90 Ash St.  
The Superior Printing & Lithographing Co., 110 No. Union St.

**ATLANTA, GA.**  
Foote & Davies Co., Corner Edgewood & Pryor  
The Ruralist Press, 713 Glenn St.  
Southern Gravure Corp., Plaza Building

**AURORA, ILL.**  
The Strathmore Co., 217 Fox St.

**BALTIMORE, MD.**  
The Price Co., Inc., 23 S. Calvert St.

**BATTLE CREEK, MICH.**  
Gage Printing Co., Ltd., N. McCamly at the Bridge

**BAYONNE, N. J.**  
Jersey Printing Co., 10 W. 23rd St.

**BOSTON, MASS.**  
Cheltenham Press, Inc., 183 Essex St.  
William B. Rand Co., Inc., 289 Congress St.  
The Southgate Press, Harbor Bldg., 470 Atlantic Ave.  
The Tudor Press, Inc., 251 Causeway St.

**BRATTLEBORO, VT.**  
The Vermont Printing Co.

**BROOKLYN, N. Y.**  
Consolidated Lithographing Corp., Grand St. and Morgan Ave.  
Fox & Billotti, 176 Johnson St.

**BUFFALO, N. Y.**  
J. W. Clement Co., Seneca, Lord and Seymour  
The Whitney Graham Co., Inc., 588 Monroe St.

**CAMBRIDGE, MASS.**  
The Barta Press, 209 Massachusetts Ave.  
Gordon-Taylor, Inc., 185 Albany St.

**CAMPFELLO, MASS.**  
The Howard Print, Inc.

**CHATTANOOGA, TENN.**  
Purse Printing Co., 435 Chestnut St.

**CHICAGO, ILL.**  
American Typesetting Co.  
Arkin Advertising Service, 422 S. Wabash Ave.  
Bertsch & Cooper, 154 E. Erie St.  
J. M. Bundscho, Inc., 65 E. S. Water St.  
The Cuneo Press, Inc., 22nd, Canal and Grove Sts.  
The Doyle & Waltz Printing Co.  
The Eclipse Electrotype Engraving Co., 1457 Superior Ave., N.E.  
Hayes-Lochner Advertising Typographers, 106 E. Austin Ave.  
Harold A. Holmes  
M. & L. Typesetting Co.  
Manz Corp., 4001 Ravenswood Ave.  
McCarthy Typesetting Co., 637 S. Dearborn St.  
The Mead-Grede Printing Co., 20th St. and Calumet Ave.  
Moreau & Rose Co., 850 W. Adams St.  
Ben C. Pittsford Co., 421 N. State St.  
Shattock & McKay Co., 426 S. Clinton St.

**CLEVELAND, OHIO**  
The Doyle & Waltz Printing Co.  
The Eclipse Electrotype Engraving Co., 1457 Superior Ave., N.E.  
The W. R. Mathews Co., 1104 Prospect Ave.  
Ohio Printing Co., 1426 W. Third St.

**COLUMBUS, OHIO**  
Bash Letter & Printing Co., 243 N. High St.  
The Franklin Printing Co., 33 W. Gay St.  
Schmitt Printing Co., 139 E. Rich St.  
Watkins & Eierman, 240 N. Fourth St.

**DAYTON, OHIO**  
The Otterhein Press, 230 W. Fifth St.

**DETROIT, MICH.**  
Speaker-Hines Printing Co., 154 Larned St., E.  
The Stubbs Co., Fort St. at Twelfth

**DES MOINES, IOWA**  
Federal Printing Co., 215 Fourth St.

**EVANSVILLE, IND.**  
Keller-Crescent Co., 212-220 Locust St.

**FORT WAYNE, IND.**  
Fort Wayne Printing Co., Cor. Clinton and Holmon St.

**FORTORIA, OHIO**  
The Gray Printing Co.

**HARRISBURG, PA.**  
Nungesser Printing Co., 46 North Cameron St.

**INDIANAPOLIS, IND.**  
Benham & Munday, Murphy Bldg.  
Colortype Corp., 433 N. Capital Ave.  
The Typographic Service Co., 75 N. New Jersey St.

**KANSAS CITY, MO.**  
Union Bank Note Co., Bank Note Bldg.  
Grimes-Joyce Printing Co., 918 Grand St.

**LOS ANGELES, CAL.**  
Wendell W. Fish, Union League Bldg.  
Neuner Corp., 817 So. Los Angeles St.  
Typographic Service Co., 417 E. Pico St.  
House of Ralston, Inc., 1220 Maple Ave.  
Wayside Press, Inc., 857 So. Los Angeles St.

**MADISON, WIS.**  
Cantwell Printing Co., 121 Pickney St.

**MARION, OHIO**  
The Monarch Printing & Supply Co., 179 So. Main St.

**MILWAUKEE, WIS.**  
Meyer-Rotier-Tate Co., 425 Van Buren St.  
Trade Press Publishing Co., 129 Michigan St.

**MINNEAPOLIS, MINN.**  
Bureau of Engraving, Inc., 500 S. 4th St.

**MUNCIE, IND.**  
Scott Printing Co., 115-119 News Court

**NASHVILLE, TENN.**  
Brandau-Craig-Dickerson Co., Inc., 304 Tenth Ave., So.

**NEWARK, N. J.**  
The Essex Press, 16-22 Laurence St.  
Alex G. Highton, Inc., 227 High St.

**NEW BRITAIN, CONN.**  
Adkins Printing Co., 66 Church St.

**NEW YORK, N. Y.**  
American Lithographic Co., Inc., 19th St. and 4th Ave.  
Barnes Press, 350 W. 31st St.  
Birge, Grandbois & Smith, Inc., 333 Hudson St.  
The Caxton Typographers, Inc., 228 E. 45th St.  
Commanday-Roth Co., Inc., 175 Varick St.  
E. M. Diamant Typographic Service, 189 Lexington Ave.  
David Gildea & Co., Inc., 110 Greenwich St.  
Githens-Sohl Corp., 203 E. 12th St.  
Nation Press Printing Co., 57 New Chambers St.  
Palmer & Oliver, Inc., 438 W. 37th St.  
The Reffes-Sandson, 416-422 W. 33rd St.  
Rogers & Co., 461 Eighth Ave.  
The Schilling Press, Inc., 137-139 E. 25th St.  
Stettiner Bros., Inc., 460 W. 34th St.  
Superior Typography, Inc., 305 E. 47th St.  
Kurt H. Volk, Inc., 228 E. 45th St.  
The Woodrow Press, Inc., 225 Varick St.

**OAKLAND, CAL.**  
Kitchener Printing Co., 365 Fifth St.

**OMAHA, NEB.**  
Rees Printing Co., 420 S. 10th St.

**PHILADELPHIA, PA.**  
The Acme Press, Broad, Wallace and 15th Sts.  
The Bingham Co., 139 N. Juniper St.  
William F. Fell Co., 1315 Cherry St.  
Henry S. Jacobs & Co., 117-121 N. 7th St.  
Willens, Inc., 21 S. 11th St.

**PITTSBURGH, PA.**  
Edward M. Stuart, Inc., 422 First Ave.

**PORTLAND, ORE.**  
Lane-Miles Standish Co., 19th & Raleigh Sts.

**PROVIDENCE, R. I.**  
The Ackerman-Standard Co., 56 Pine St.

**PUEBLO, COLO.**  
The Rocky Mountain Bank Note Co.

**ROCHESTER, N. Y.**  
Foss-Soule Press Co., 1349 University Ave.  
Karle Lithographic Co.  
John P. Smith Co., Inc., 195 Platt St.

**ROCKFORD, ILL.**  
Bannen Printing Co., 110-4 N. 2nd St.

**ST. PAUL, MINN.**  
Brown, Blodgett Co., University and Wheeler Aves.  
Randall Co., 350 Wacouta St.

**ST. LOUIS, MO.**  
Frank A. Roth Printing Co., 312-314 S. 8th St.  
Warwick Typographers, Inc., 617 N. 8th St.  
Western Newspaper Union, 224 Walnut St.

**SAN FRANCISCO, CAL.**  
Blum's Advertising Agency, So. Jones St. at Market  
Bray & Beran, 442 Sansome St.  
H. S. Crocker Co., Inc., 565 Market St.  
Charles H. Falk, 500 Howard St.  
Knight-Counihan Co., 32 Clay St.  
Monotype Composition Co., 659 Folsom St.  
Patterson & Sullivan, 235 Pine St.  
Sunset Press, 1045 Sansome St.

**SCHENECTADY, N. Y.**  
Renche Printing Co.  
The Maqua Co.

**SCRANTON, PA.**  
The Commercial Printing, Wyoming & Olive

**SEYMOUR, IND.**  
Graessle, Mercer Co.

**SYRACUSE, N. Y.**  
Mason Printing Corp., 217 Walton St.  
Onondaga Printing Co., 251 W. Foyette

## CATALOGUE COVER MANUFACTURERS

(These firms were recommended by their customers in response to a SALES MANAGEMENT questionnaire)

**CHICAGO, ILL.**  
David J. Molloy  
2869 N. Western Ave.

**DETROIT, MICH.**  
The Burkhardt Co.  
Larned and 2nd Sts.  
Michigan Bookbinding Co.  
1036 Beubein St.

**MILWAUKEE, WIS.**  
The Heinn Co.  
348 Florida St.

**NEWARK, N. J.**  
Keratol Co.  
348 Van Buren

**NEWBURGH, N. Y.**  
Du Pont Fabrikoid Co.

**NEW YORK, N. Y.**  
Art Bookbinding Co.  
116 E. 13th St.  
Brewer Cantelmo Co.  
14 E. 19th St.  
H. Griffin & Sons Co.  
75 Duane St.

## LOOSE LEAF BINDER AND PORTFOLIO MANUFACTURERS

(These firms were recommended by their customers in response to a SALES MANAGEMENT questionnaire)

**BUFFALO, N. Y.**  
Remington Rand Business Service

**CHICAGO, ILL.**  
David J. Molloy Co.  
2869 Western Ave.

**CLEVELAND, OHIO**  
The Brooks Co.  
1241 Superior Ave., N.E.

**DETROIT, MICH.**  
The Burkhardt Co.  
Larned and 2nd Sts.  
Michigan Bookbinding Co.  
1036 Beubein St.

**LONG ISLAND CITY**  
C. E. Sheppard Co.  
Van Alst Ave.

**KANSAS CITY, MO.**  
Irving-Pitt Mfg. Co.  
814 Locust St.

**MILWAUKEE, WIS.**  
The Heinn Co.  
348 Florida St.

**NEW YORK, N. Y.**  
Art Bookbinding Co.  
116 East 13th St.  
Federbush Bris. Loose-Leaf Co.  
160 Varick St.

**TAMPA, FLA.**  
Florida Growers Publishing Co., 1306 Grand Central Ave.

**UTICA, N. Y.**  
Widman Typographic Service, 10 Pearl St.

**WICHITA, KANSAS**  
McCormick-Armstrong Press, 1501-1511 E. Douglas Ave.

**WORCESTER, MASS.**  
The Davis Press, Inc., 44 Portland St.  
The Stobbs Press, 25 Foster St.

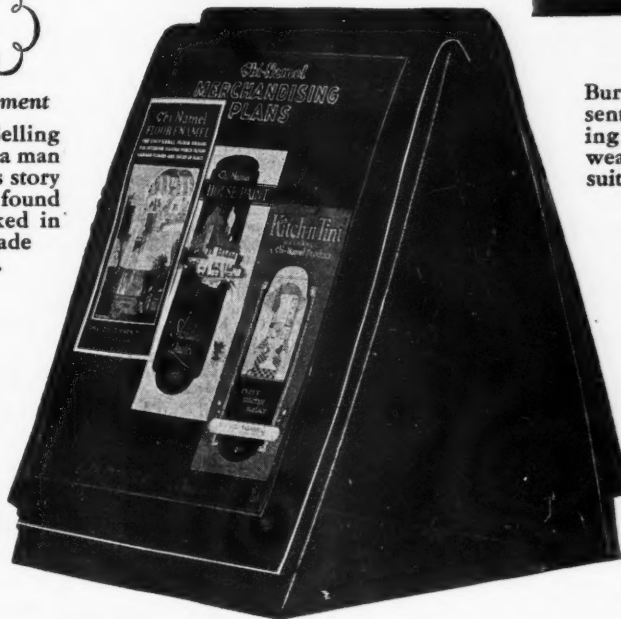
# Covers

Designers and manufacturers of suitable covers for catalogs, books, loose-leaf devices and sales binders.



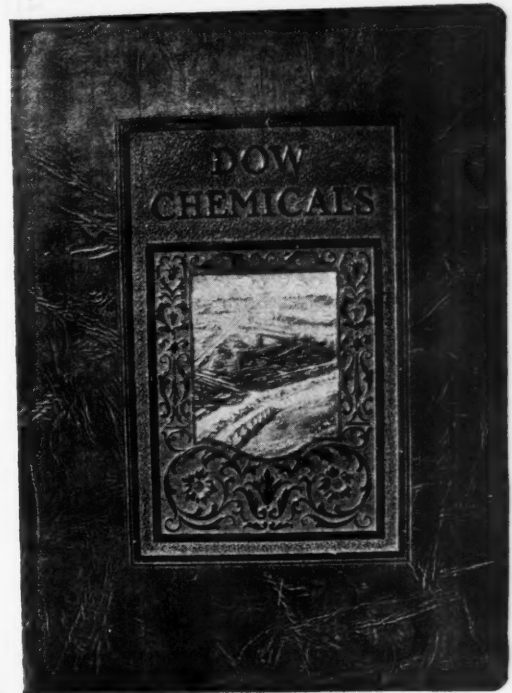
#### Visual Selling Equipment

Burkhardt Visual Selling Binders stand up like a man and present your sales story in the way you've found most effective. Stocked in several sizes and made special to order.



#### Loose-Leaf Devices

This Ring Binder, with Burk-Art\* Processed cover, illustrates only one of a complete line of devices designed and manufactured by Burkhardt for every loose-leaf requirement.



#### Book and Catalog Covers

Burk-Art\* Processed Covers represent appropriateness in design, coloring and texture as well as quality, wearability and economy, exactly suited to the purpose of every book or catalog.

\* ***BurkArt***  
PROCESSED

—is the name of a process of embossing and coloring binding materials to produce book and catalog covers of unusual beauty in color, texture and design.

## The Burkhardt Co., Inc.

Designers and Manufacturers of

Book, Catalog and Loose-Leaf Covers  
and Visual Selling Equipment

545 West Larned Street  
Detroit, Michigan



## SIGN MANUFACTURERS

(These Firms Were Recommended by Their Customers in Response to a Sales Management Questionnaire)

## ELECTRIC SIGNS

BEAVER FALLS, PA.	Ingram-Richardson Mfg. Co.
BUFFALO, N. Y.	Flexlum Corp.....110 Military Road
CHICAGO, ILL.	Federal Electric Co.....8700 S. State St. Lu-Mi-Nus-Signs, Inc.....2736 Wentworth Ave. Rawson & Evans Co.....710-712 Washington Blvd.
LOS ANGELES, CAL.	Electrical Products Corp.....1122 W. 16th St.
NEW YORK, N. Y.	General Outdoor Adv. Co., Inc. 1 Park Avenue Nelke Sign Mfg. Co.....45 East 17th Street Claude Neon Lights, Inc.....50 East 42nd Street
PHILADELPHIA, PA.	Electric Service Supplies Co....17th & Cambria Streets
YORK, PA.	Trimmer Printing Co.....325 W. Market Street

## STORE FRONT SIGNS

CHICAGO, ILL.	Rawson & Evans Co.....710-712 Washington Blvd.
COLUMBUS, OHIO	Schmitt Printing Co.....139 East Rich Street
NEW YORK, N. Y.	Nelke Sign Mfg. Co.....45 East 17th Street L. D. Nelke.....1602 Everett Building
PITTSBURGH, PA.	Jas. H. Matthews & Co., Inc...3942 Forbes Street
ST. LOUIS, MO.	S. G. Adams Co.....412-414 North Sixth St.
SOUTH ORANGE, N. J.	*The Silkcocks-Miller Co.....South Orange, N. J.

LITHOGRAPHERS SPECIALIZING IN  
ADVERTISING POSTERS

BOSTON, MASS.	Forbes Lithograph Mfg. Co.....80 Boylston Street
CHICAGO, ILL.	National Ptg. & Engraving Co..7 South Dearborn Street
CINCINNATI, OHIO	The Henderson Lith. Co.....Station H The Strobridge Litho. Co.....108-118 Central Parkway The United States Printing & & Lithographing Co.....2 Beech Street
CLEVELAND, OHIO	Morgan Lithograph Co.....1601 Payne Avenue
COSHOCOTON, OHIO	The American Art Works, Inc..Coshocoton, Ohio
MILWAUKEE, WISC.	Milwaukee Printing Co.....Florida, Grove and Virginia Streets
NEW YORK, N. Y.	American Lithograph Co.....52 East 19th Street The Diary Publishing Corp.....529-549 West 42nd Street General Outdoor Adv. Co.....1 Park Avenue Lutz & Scheinkman, Inc.....2 Duane Street The F. W. Powers.....9 East 38th Street
OMAHA, NEBR.	Epstein Lithographing Co.....12th & Howard Streets
ST. LOUIS, MO.	Compton & Sons, L. P. Co....212 Locust Street
SPRINGFIELD, MASS.	Brook Bank Note Co.....Springfield, Mass.
SPRINGFIELD, OHIO	W. F. Robertson St'l & Iron Co..Springfield, Ohio

## OUTDOOR ADVERTISING SIGNS

MANUFACTURERS (Listed by Cities)	Brass, Bronze, Cop- per, Aluminum, etc.	Celluloid	Electric	Enameled	Metal	Miscellaneous
Allentown, Pa.						
Atlanta, Ga.						
Baltimore, Md.						
Beaver Falls, Pa.						
Boston, Mass.						
Buffalo, N. Y.						
Chicago, Ill.						
Cincinnati, Ohio						
Cleveland, Ohio						
Coshocoton, Ohio						
Dayton, Ohio						
Davenport, Ohio						
Des Moines, Iowa						
Detroit, Mich.						
Fort Scott, Kans.						
Grand Rapids, Mich.						
Kalamazoo, Mich.						
Kansas City, Mo.						
Los Angeles, Cal.						
Middletown, Conn.						
Milwaukee, Wisc.						
Montclair, N. J.						
Newark, N. J.						
New Haven, Conn.						
Newton, Iowa						
New York, N. Y.						
Pittsburgh, Pa.						
Portland, Ore.						
Rochester, N. Y.						
St. Louis, Mo.						
St. Paul, Minn.						
Seattle, Wash.						
South Orange, N. J.						
Springfield, Ohio						
Trenton, N. J.						
York, Pa.						

\*Celluloid.  
\*Glass Signs.†Paraffin Coated Cards, etc.  
‡Paint Printed, Duco, Silk-Screened.

# ANNOUNCING—

## A New Service for the BUYER of PRINTING

Addressing and Mailing  
Paper Stock of all kinds  
Envelopes, Wrappers,  
Cartons of all kinds  
Art and Illustrations of  
all kinds  
Engraving, Electrotyp-  
ing, Mats, etc.  
Letterheads  
House Organs  
Catalogues  
Booklets  
Composition and Typo-  
graphic Service  
Publication Printing  
Blotters, Folders  
Circulars and Broad-sides  
Display Cards  
Business Forms  
Copper and Steel Dye  
Engravers  
Lithography and Offset  
Water-color Printing  
Mimeographing  
Multigraphing  
Process Letters  
Binding  
Mailing Lists  
Reprints  
Souvenir Advertising and  
Premiums  
Books  
Directories  
Photography

**E**XPERIENCED buyers of printing and printed advertising realize the necessity of keeping posted on new processes . . . new methods . . . and new manners of presentation.

In fact, the largest national advertisers and agencies employ specialists to be sure that only the newest, most effective and most economical methods are employed in the production of their printed matter. Many of the smaller companies and agencies, however, cannot well afford this specialized service in all phases of printing.

With its fifty years of experience in publishing, printing and advertising, FEDERATED is well qualified to render a valuable service in solving printing problems. Numerous recent requests have proved this to be the case and, of course, the publishing business by its very nature compels us to keep posted on modern methods of printing.

Therefore, we have organized a Printing Division and to every

- Advertiser in one or more of our publications
- Subscriber to one or more of our publications,
- Advertising agency placing business in one or more of our publications,

we offer the benefit of our resources and experience to help make their printing and printed advertising more effective as to methods and more economical as to cost.

It will be the exclusive policy and purpose of this Printing Division to help FEDERATED customers obtain that which they seek most advantageously.

The accompanying table is suggestive of the many services a FEDERATED customer can use. You are cordially invited to write us at any time and in full detail regarding any printing problem which you may have and we will be very glad to co-operate with you to the utmost in finding the proper solution of that problem.

Please understand—you will be under no obligation to us. If we can render worthwhile service to you, we will know that we have increased your good-will toward the FEDERATED Institution and its publications.

## PRINTING DIVISION

FEDERATED BUSINESS PUBLICATIONS, Inc.

NEW YORK, 420 Lexington Avenue

CHICAGO, 333 N. Michigan Avenue

FEDERATED and Affiliated Publications Comprise

The Antiquarian  
Automotive Electricity  
Building Investment  
Draperies

India Rubber World  
Materials Handling &  
Distribution  
Music Trade Review

Novelty News  
Rug Profits  
Sales Management  
Soda Fountain

Talking Machine World  
Radio-Music Merchant  
Tires  
Tire Rate Book

## WINDOW AND COUNTER DISPLAY MANUFACTURERS

(These firms were recommended by their customers in response to a SALES MANAGEMENT questionnaire)

### LITHOGRAPHERS SPECIALIZING IN WINDOW AND COUNTER DISPLAYS

**BALTIMORE, MD.**  
The Lord Baltimore Press

**BOSTON, MASS.**  
The Forbes Litho. Mfg. Co., 80 Boylston St.  
The Joseph Pollack Tool & Stamping Co.  
The Tudor Press, Inc., 251 Causeway St.

**CHICAGO, ILL.**  
American Colortype Co., 1151 Roscoe St.  
Magill-Weinsheimer Co., 1320 S. Wabash Ave.  
The National Print & Engraving Co., 7 South Dearborn St.  
The Regensteiner Corp., 310 S. Racine Ave.  
Walton & Spencer Co., 1245 S. State St.

**CINCINNATI, OHIO**  
The Strobridge Litho. Co.  
The Henderson Litho. Co., Station H  
U. S. Printing & Litho. Co., 2 Beech St.

**CLEVELAND, OHIO**  
The Central Lithograph Co.  
Morgan Lithograph, Inc., E. 17th and Payne St.

**COSHOCTON, OHIO**  
The American Art Works, Inc.

**DETROIT, MICH.**  
Evans-Winter-Hebb, Inc.  
Mathews Industries, Inc., 685 Mullett St.  
National Lithograph Co., 1010 Beubien St.  
The Stubbs Co., Fort St. at Twelfth

**EVANSVILLE, IND.**  
Keller-Crescent Co., 212 Locust St.

**GRAND RAPIDS, MICH.**  
Grand Rapids Label Co., 542-44 Ottawa Ave.  
Michigan Litho. Co.

**LONG ISLAND CITY, N. Y.**  
Brett Litho. Co., Skillman Ave. and Pier-son Pl.  
Offset Gravure Corp., 110 Seventh Ave.

**LOS ANGELES, CAL.**  
Neuner Corp., 817 S. Los Angeles St.

**MILWAUKEE, WIS.**  
Milwaukee Printing Co.  
Philipp Litho. Co., 458 Fourth St.

**NASHVILLE, TENN.**  
Brandau-Craig-Dickerson Co., Inc.

**NEW YORK, N. Y.**  
American Colortype Co., 207 W. 25th St.  
American Lithograph Co., Inc., 19th St. at Fourth Ave.  
Atlantic Litho & Printing Co., 6 E. 39th St.  
Commanday-Roth Co., Inc., 175 Varick St.  
Einson-Freeman Co., Inc., 511 E. 72d St.  
Lutz & Sheinkman, Inc., 2 Duane St.  
The Munro & Harcord Co., 460 W. 34th St.  
The W. F. Powers Co., 9 E. 38th St.  
Rogers & Co., 461 Eighth Ave.  
\*\*The Schilling Press, Inc., 137 E. 25th St.  
Snyder & Black, Inc., 200 William St.  
S. J. Wolf & Co., Inc., 49 W. 45th St.

**NORWOOD, OHIO**  
The U. S. Printing & Lithographing Co.

**OMAHA, NEBR.**  
Epstein Lithographing Co.

**PEORIA, ILL.**  
\*Peoria Display Co.

**PITTSBURGH, PA.**  
Rochester Photo Art Displays  
Seneca Offset Corp., 37 Water St.

**PITTSFORD, N. Y.**  
Rochester Photo Art Display

**PROVIDENCE, R. I.**  
Livermore & Knight Co., 42 Pine St.

**READING, PA.**  
Miller Printing Co., Inc., 39 N. 7th St.

**ROCHESTER, N. Y.**  
A. B. Cowles, 4 Commercial St.  
Karle Lithographic Co.  
\*Schaefer-Ross Co., Inc.

**ST. LOUIS, MO.**  
Compton & Sons, L. & P. Co.  
Gray Adams Engraving Co.

**ST. PAUL, MINN.**  
\*Buckbee Mears Co., Lindeke Bldg.  
\*Midway Electric Engr. Co.

**SPRINGFIELD, MASS.**  
Brooks Bank Note Co., 140 Wilbraham Ave.

**SPRINGFIELD, OHIO**  
The McSavane Co.  
Thomas Stationery Mfg. Co.

**TOLDO, OHIO**  
The W. S. Miller Printing Co.

**WASHINGTON, D. C.**  
Leet Bros. Co., 723 14th St., N.W.

**WATERLOO, IOWA**  
Stewart-Simmons Co.

**WINNIPEG, CANADA**  
Bulman Bros., Ltd.

**WORCESTER, MASS.**  
The Stobbs Press, 25 Foster St.

\* Silk screen process displays.  
\*\* Glassads.

### CUT-OUTS AND WINDOW DISPLAYS

**AUSTIN, TEX.**  
E. L. Steck Co., 9th and Lavaca Sts.

**BALTIMORE, MD.**  
H. Gamse & Bros., Inc., Gamse Bldg.

**BOSTON, MASS.**  
Forbes Litho. Mfg. Co., 80 Boylston St.  
The Southgate Press, 470 Atlantic Ave.

**CHICAGO, ILL.**  
American Colortype Co., 1151 Roscoe St.  
Manz Corp., 4001 Ravenswood Ave.  
National Printing & Engraving Co., 7 S. Dearborn St.  
Walton & Spencer Co., 1241 S. State St.

**CINCINNATI, OHIO**  
The Henderson Lithographing Co., Station H  
U. S. Printing & Lithographing Co., 2 Beech St.

**CLEVELAND, OHIO**  
Morgan Lithograph Co., 1601 Payne Ave.

**DETROIT, MICH.**  
Evans-Winter-Hebb, Inc., 818 Hancock Ave., W.  
The Stubbs Co., Fort St. at Twelfth

**DULUTH, MINN.**  
Stewart-Taylor Co., 322 W. Michigan St.

**ELMIRA, N. Y.**  
F. M. Howell & Co., 70 Pennsylvania Ave.

**GRAND RAPIDS, MICH.**  
Michigan Lithographing Co.

**KANSAS CITY, MO.**  
Union Bank Note Co., Bank Note Bldg.

**LONG ISLAND CITY, N. Y.**  
Offset Gravure Corp., 110 Seventh Ave.

**MADISON, WIS.**  
Cantwell Printing Co., 121 Pinckney St.

**MIDDLETOWN, OHIO**  
Gardner & Harvey Co.  
Philipp Litho. Co., 458 Fourth St.

**MILWAUKEE, WIS.**  
Milwaukee Printing Co., Florida, Grove and Virginia Sts.

**NEW BRITAIN, CONN.**  
Adkins Printing Co., 66 Church St.

**NEW YORK, N. Y.**  
American Colortype Co., 207 W. 25th St.  
American Litho. Co., Inc., 19th St. & 4th Ave.  
Commanday-Roth Co., Inc., 175 Varick St.  
Consolidated Litho. Co., 257 W. 18th St.  
Einson-Freeman Co., Inc., 511 E. 72nd St.  
Lutz & Sheinkman, Inc., 2 Duane St.  
Nation Press Printing Co., 57 New Chambers St.

**ALLENTOWN, PA.**  
L. F. Grammer & Sons, Inc.

**BALTIMORE, MD.**  
H. Gamse & Bros., Inc., Gamse Bldg.

**BOSTON, MASS.**  
The Southgate Press, 470 Atlantic Ave.

**CHICAGO, ILL.**  
Manz Corp., 4001-4053 Ravenswood Ave.  
National Printing & Engraving Co., 7 S. Dearborn St.  
Walton & Spencer Co., 1241-49 S. State St.

**CINCINNATI, OHIO**  
The Henderson Lithographing Co., Station H  
The U. S. Printing & Litho. Co., 2 Beech St.

**CLEVELAND, OHIO**  
The Morgan Lithograph Co., 1601 Payne Ave.

**COLUMBUS, OHIO**  
Schmitt Printing Co., 139 E. Rich St.

**DETROIT, MICH.**  
Speaker-Hines Printing Co., 154-164 Larned St., E.  
The Stubbs Co., Fort St. at Twelfth

**DULUTH, MINN.**  
Stewart Taylor Co., 322-332 W. Michigan St.

**ELMIRA, N. Y.**  
F. M. Howell & Co., 79 Pennsylvania Ave.

**EVANSVILLE, IND.**  
Keller-Crescent Co., 212 Locust St.

**GRAND RAPIDS, MICH.**  
Grand Rapids Label Co., 542 Ottawa St.  
Michigan Lithographing Co.

**KALAMAZOO, MICH.**  
Merchants Publishing Co.

**KANSAS CITY, MO.**  
Union Bank Note Co., Bank Note Bldg.

**LONG ISLAND CITY, N. Y.**  
Offset Gravure Corp., 110 Seventh Ave.

**MADISON, WIS.**  
Cantwell Printing Co., 121 Pinckney St.

**MILWAUKEE, WIS.**  
Milwaukee Printing Co., Florida, Grove and Virginia Sts.  
Philipp Litho. Co., 458 Fourth St.

**NEW YORK, N. Y.—Continued**  
Nelke Sign Mfg. Co., 45 E. 17th St.  
Palmer & Oliver, Inc., 438 W. 37th St.  
The W. F. Powers Co., 9 E. 38th St.  
The Schilling Press, Inc., 137 E. 25th St.  
Snyder & Black, Inc., 200 Williams St.

**OMAHA, NEBR.**  
Epstein Lithographing Co., 12th and Howard Sts.

**PHILADELPHIA, PA.**  
The Acme Press, Broad, Wallace and 15th Sts.  
The Bingham Co., 139 N. Juniper St.  
Ketterlinus Litho. Mfg. Co., 14th and Arch Sts.

**ROCHESTER, N. Y.**  
Karle Lithographic Co.  
Schaefer-Ross Co., Inc.

**ST. LOUIS, MO.**  
Buckbee Mears Co., Lincke Bldg.  
Compton & Sons Litho. & Printing Co., 212 Locust St.  
Gray Adams Engraving Co., 1324 Washington Ave.

**SAN FRANCISCO, CALIF.**  
Schmidt Lithograph Co., 2nd & Bryant Sts.  
Sunset Press, 1045 Sansome St.

**SOUTH BEND, IND.**  
L. P. Hardy Co.

**SOUTH WEYMOUTH, MASS.**  
The Crawford Press, 25 Tower Ave.

**WATERLOO, IOWA**  
Stewart-Simmons Co.

**WINNIPEG, CANADA**  
Bulman Bros., Ltd.

### DECALCOMANIA (Window Transfers)

**CHICAGO, ILL.**  
American Decalcomania Co., 4326 Fifth Ave.

**CINCINNATI, OHIO**  
The Palm Bros. Decalcomania Co., 3736 Regent Ave.

**NEW YORK, N. Y.**  
Palm Fechteler Co., 70 Fifth Ave.

**ROCHESTER, N. Y.**  
Schaefer-Ross Co., Inc.

**SAN FRANCISCO, CALIF.**  
Sunset Press, 1045 Sansome St.

**NEW BRITAIN, CONN.**  
Adkins Printing Co., 66 Church St.

**NEW YORK, N. Y.**  
American Colortype Co., 207 W. 25th St.  
American Lithographing Co., Inc., 19th St. and 4th Ave.  
Commanday-Roth Co., Inc., 175 Varick St.  
Einson-Freeman Co., Inc., 511 E. 72nd St.  
Lutz & Sheinkman, Inc., 2 Duane St.  
Nation Press Printing Co., 57 New Chambers St.  
Palmer & Oliver, Inc., 438 W. 37th St.  
The W. F. Powers Co., 9 E. 38th St.  
The Schilling Press, Inc., 137 E. 25th St.  
Snyder & Black, Inc., 200 Williams St.

**NEWARK, N. J.**  
The Essex Press, 16 Lawrence St.

**OMAHA, NEBR.**  
Epstein Lithographing Co., 12th and Howard Sts.

**PHILADELPHIA, PA.**  
The Acme Press, Broad, Wallace and 15th Sts.  
The Bingham Co., 130 N. Juniper St.

**ROCHESTER, N. Y.**  
Karle Lithographic Co.  
Schaefer-Ross Co., Inc.  
Rochester Litho. Co., Mt. Read Blvd.

**ST. LOUIS, MO.**  
Gray Adams Engraving Co., 1324 Washington Ave.

**ST. PAUL, MINN.**  
Buckbee Mears Co., Lindeke Bldg.

**SAN FRANCISCO, CAL.**  
Sunset Press, 1045 Sansome St.

**SCHENECTADY, N. Y.**  
The Maqua Co.

**SOUTH BEND, IND.**  
L. P. Hardy Co.

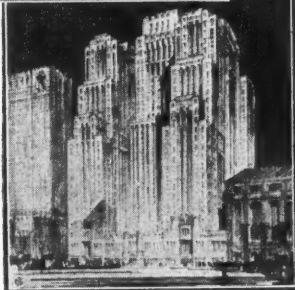
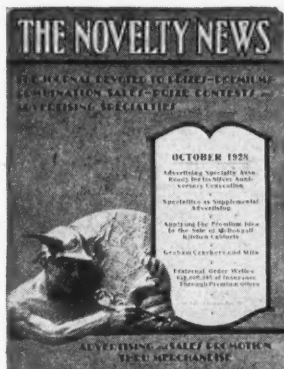
**SOUTH WEYMOUTH, MASS.**  
The Crawford Press, 25 Tower Ave.

**WASHINGTON, D. C.**  
Leet Bros. Co., 723 14th St., N.W.

**WATERLOO, IOWA**  
Stewart-Simmons Co.

**WINNIPEG, CANADA**  
Bulman Bros., Ltd.





# THE UNIVERSALLY RECOGNIZED AUTHORITY

ON

# WHAT TO USE WHERE TO BUY HOW TO USE

PREMIUMS  
PRIZES

COMBINATION SALE ITEMS  
ADVERTISING SPECIALTIES

Companies seeking first hand sources of merchandise in any of these classifications for use in the promotion of their own sales write to THE NOVELTY NEWS, stating the kind of articles in which they are interested, the purpose of their use, the quantity and the price range, and they will be put in touch with the best sources. If requested, we will make suggestions as to their most effective use.

If you have no particular plan or products in mind, tell us the nature of your problem and we will submit recommendations based upon 25 years' experience in the field as the dominant business paper devoted to the use of merchandise to promote the sale of merchandise. The following list will aid in making inquiries more specific:

## TYPICAL CLASSIFICATIONS ON WHICH WE CAN SUPPLY DATA

Abalone Novelties  
Advertising Balloons  
Advertising Blotters  
Advertising Brushes  
Advertising Celluloid Items, etc.  
Advertising Cloth Items  
Advertising Combs  
Advertising Dishes  
Advertising Fans  
Advertising Fly Swatters  
Advertising Ice Picks  
Advertising Kitchen Appliances  
Advertising Kites  
Advertising Knives  
Advertising Leather Goods  
Advertising Matches  
Advertising Memo Books  
Advertising Metal Specialties  
Advertising Noise Makers  
Advertising Paper Specialties  
Advertising Pencils  
Advertising Phone Attachments  
Advertising Phone Indexes  
Advertising Shopping Bags  
Advertising Thermometers  
Advertising Toy Aeroplanes  
Advertising Toys  
Advertising Wooden Novelties  
Aluminum Ware  
Aprons  
Ash Trays  
Bags—All Kinds  
Banks

Baseballs  
Basket Balls  
Baskets  
Bath Robes  
Bath Room Scales  
Bibles  
Bill Folds  
Blankets  
Books  
Boxes—All Kinds  
Bread and Cake Cabinets  
Brief Cases  
Brushes  
Calendar Pads  
Calendars  
Cameras  
Can Openers  
Cards—Greeting, etc.  
Celluloid Novelties  
Clocks  
Coat Hangers  
Compacts  
Cookers—Steam  
Coolie Coats  
Corn Poppers—Electric  
Cutlery  
Dishes  
Display Pads  
Dolls  
Electrical Goods  
Emblems  
Enamel Ware  
Flashlights

Footballs  
Furniture Novelties  
Games  
Glass Ware  
Gold Stamping Machines  
Gummed Labels  
Handkerchiefs  
Hardware  
Household Items  
Ironing Boards  
Jewelry  
Key Cases  
Key Rings  
Knit Goods  
Lamps  
Leather Goods  
Lighters—Cigar and Cigarette  
Luggage  
Manicure Sets  
Match Boxes  
Memo Books  
Mirrors  
Musical Instruments  
Musical Novelties  
Needles  
Novelties  
Package Inserts  
Pearls  
Pens and pencils  
Perfume  
Photographs  
Photographic Records

Pillows  
Premium Service  
Radios  
Razors  
Roller Skates  
Rubber Goods  
Rugs  
Sales Boards  
Salesboard Assortments  
Scarfs  
Sewing Kits  
Shawls—Spanish  
Signs  
Silver Ware  
Smokers' Articles  
Soap  
Souvenirs  
Sporting Goods  
Table Cloths and Napkins  
Thimbles  
Toilet Goods  
Towels and Wash Rags  
Toys  
Trading Stamps  
Umbrellas  
Vacuum Bottles  
Vacuum Cups  
Vending Machines  
Visors—All Kinds  
Watches  
Wrought Iron Furniture

NOVELTY NEWS, 420 LEXINGTON AVENUE, NEW YORK CITY

## MILL BRANDS OF PRINTING PAPERS AND THEIR MAKERS

Many of the paper manufacturers listed below issue extremely helpful portfolios or working lists showing various methods of using their product, and will be pleased to send sample

sheets of any of their papers. Several are prepared to render expert advice and counsel on the right paper for your job and the proper typography and illustration.

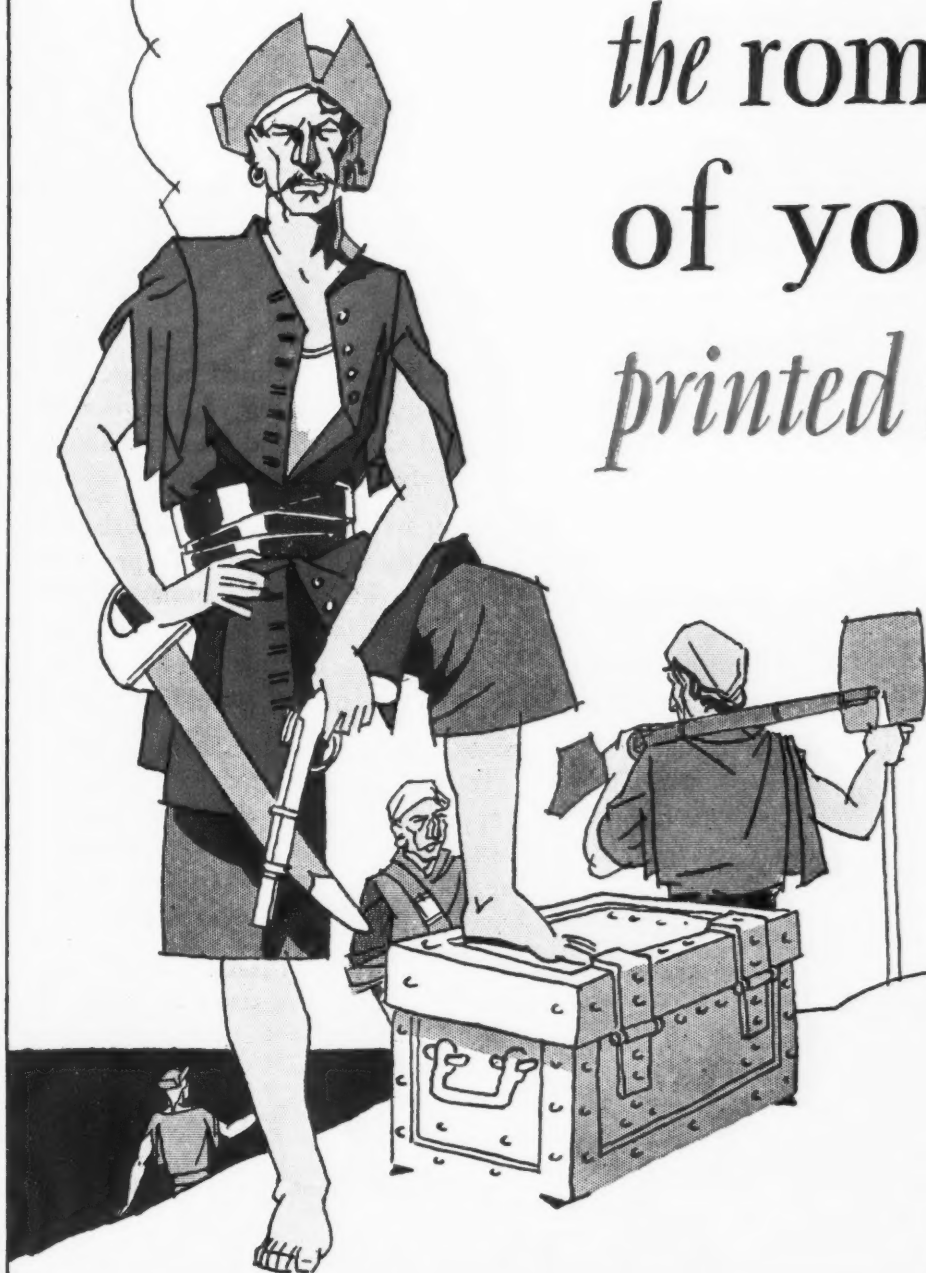
### Manufacturers of Advertised Papers (With Key Nos.)

- |  |  |
|--|--|
| 1. Advertisers Paper Mills (Taylor <sup>®</sup> Logan Co. Papermakers), Holyoke, Mass. | 29. International Paper Co., 100 E. 42nd Street, New York, N. Y.   |
| 2. Albemarle Paper Mfg. Co., Richmond, Va.   | 30. Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich.            |
| 3. Allied Paper Mills, Kalamazoo, Mich.  | 31. Kimberley Clark Co., Neenah, Wis.                              |
| 4. American Writing Paper Co., Inc., Holyoke, Mass.                                    | 32. Knowlton Brothers, Inc., Watertown, N. Y.                      |
| 5. Appleton Coated Paper Co., Appleton, Wis.   | 33. Linweave Assn., Springfield, Mass.                             |
| 6. Beckett Paper Co., Hamilton, Ohio   | 34. McLaurin-Jones Co., Brookfield, Mass.                          |
| 7. Butler Paper Corp., 223 W. Monroe St., Chicago, Ill.                                | 35. Mead Paper Co., Dayton, Ohio                                   |
| 8. Martin Cantine Co., Saugerties, N. Y.   | 36. Miami Valley Coated Paper Co., Franklin, O.                    |
| 9. Carew Mfg. Co., South Hadley Falls, Mass.   | 37. Middlesex Products Co., 38 Chauncey St., Boston, Mass.         |
| 10. Champion Coated Paper Co., Hamilton, O.  | 38. Millers Falls Paper Co., Millers Falls, Mass.                  |
| 11. Chemical Paper Mfg. Co., Holyoke, Mass.  | 39. Munising Paper Co., Munising, Mich.                            |
| 12. Chicago Paper Co., 801 S. Wells St., Chicago, Ill.                                 | 40. Neenah Paper Co., Neenah, Wis.                                 |
| 13. A. M. Collins Mfg. Co., 1518 Walnut St., Philadelphia, Pa.                         | 41. Oxford Paper Co., 200 Fifth Avenue, New York, N. Y.            |
| 14. Crane & Company, Dalton, Mass.   | 41a. Oxford Miami Paper Co., West Carrollton, O.                   |
| 15. Crocker-McElwain Co., Holyoke, Mass.   | 42. Parsons Paper Co., Holyoke, Mass.                              |
| 16. Louis Dejonge & Company, 69 Duane St., New York, N. Y.                             | 43. Port Huron Sulphite & Paper Co., Port Huron, Mich.             |
| 17. Dill & Collins Co., Richmond & Tioga Sts., Philadelphia, Pa.                       | 44. Reading Paper Mills, Reading, Pa.                              |
| 18. District of Columbia Paper Co., Washington, D. C.                                  | 45. Standard Paper Mfg. Co., Richmond, Va.                         |
| 19. Eastern Mfg. Co., 230 Park Avenue, New York, N. Y.                                 | 46. Strathmore Paper Co., Mittineague, Mass.                       |
| 20. Esleek Mfg. Co., Turners Falls, Mass.  | 47. Ticonderoga Pulp & Paper Co., New York, N. Y.                  |
| 21. Falulah Paper Co., Woolworth Bldg., New York, N. Y.                                | 48. S. D. Warren Co., 101 Milk St., Boston, Mass.                  |
| 22. Fox River Paper Co., Appleton, Wis.  | 49. Warren Mfg. Co., 342 Madison Ave., New York, N. Y.             |
| 23. Gilbert Paper Co., Menasha, Wis.   | 50. Waterfalls Paper Mills, 200 Fifth Ave., New York, N. Y.        |
| 24. Hammermill Paper Co., Erie, Pa.  | 51. West Virginia Pulp & Paper Co., 230 Park Ave., New York, N. Y. |
| 25. Hampden Glazed Paper & Card Co., Holyoke, Mass.                                    | 52. Worthy Paper Co., Assn., Mittineague, Mass.                    |
| 26. Hampshire Paper Co., South Hadley Falls, Mass.                                     | 53. Geo. W. Wheelwright Paper Co., Leominster, Mass.               |
| 27. Holyoke Card & Paper Co., Springfield, Mass.                                       | 54. Whiting Plover Paper Co., Stevens Point, Wis.                  |
| 28. Howard Paper Co., Urbana, O.   | 55. Wrenn Paper Co., Middletown, O.                                |

### Brand Names of Papers With Key to Manufacturers

BLOTTING PAPER		BONDS AND WRITING (Cont.)		BONDS AND WRITING (Cont.)		BONDS AND WRITING (Cont.)	
Airline Coated	45	Adirondack Bond	29	Flivver Bond	30	Old Deerfield Linen Laid	38
Artillery	18	Agawam Bond	4	Flivver Writing	30	Old Hampden Bond	42
Bankers Linen	45	Airpost Bond	4	Fortified Bond	51	Old Hampshire Bond	26
Cosmos	45	Alexandra Brilliant	46	Fortified Bond	54	Old Holyoke Bond	11
Curi-Curl	45	Alexis Bond	46	Gilbert Superfine Laid and		Old Reliable Bond	54
Duplex Blotting	2	American Linen Ledger	52	Wove	23	Old South Bond	26
Economy	18	Anglo-Saxon Bond	26	Glacier Bond	40	Parsons Artificial Parchment	42
Eldorado Blotting	2	Ardmore Bond	52	Glendale Bond	30	Parsons Bond	42
Enamel Blotting	2	Artesian Bond	54	Glendale Writing	30	Parsons Linen	42
Faircote Blotting	2	Atlantic Bond	19	Gothic Bond	42	Parsons Parchment Deed	42
Flora Embossed Patterns	18	Atlantic Writing	19	Granville Bond	52	Parsons Tinted	42
Flora Plain Finish	18	Atlantic Mimeo Bond	19	Halfstone Letter	11	Persian Bond	4
Floradeco	18	Atlantic Vellum	19	Hammermill Bond	24	Plover Linen Bond	54
Halfstone Blotting	2	Avalanche Bond	23	Hammermill Laid Antique	24	Public Service Bond	1
Hollywood Blotting	2	Bay Path Bond	46	Hammermill Mimeograph	24	Radiance Bond	23
Imperial Super Plate	45	Bay Path Vellum	46	Hammermill Writing	24	RA Silk Bond	30
Nu-Art	45	Blandford Bond	46	Heather Bond	19	Redemption Bond	54
Official	18	Britehue Writing	3	Huron Featherweight Bond	43	Resource Bond	23
Potomac Half Tone	18	Brother Jonathan	7	Howard Bond	28	Right of Way Bond	22
Prismatic	45	Cabinet Bond	11	Howard Bond (Ripple and Linen		Rival Linen	4
Reliance Blotting	2	Cabot Vellum	15	Finished)	28	Royal Mail Bond	1
Royal Worcester Coated	45	Caslon Bond	39	Howard Laid Bond	28	Royal Seal Bond	9
Standard Blotting	45	Certificate Bond	15	Howard Mimeograph	28	Saxon Bond	46
Sterling	45	Certificate Letter	15	International Bond	54	Scottish Crown Bond	46
United States	45	Champion Bond	10	Iroquois Bond	42	Snowdrift	46
Verigood Blotting	2	Chevron Bond	4	Itasca Bond	26	Standard Writing	3
Vienna Moire Blotting	2	Chieftain Bond	40	KVP Bond	30	Sterling Bond	52
Waregold	34	Clearlake Bond	29	KVP Cornstalk Bond	30	Sterling Halfstone Writing	52
Wareplatinum	34	Collateral Bond	20	KVP Mimeograph	30	Sterling Ledger	52
World Blotting	2	Community Bond	15	LaFlatte Bond	54	Strathmore Deed	46
Wrenn's Antlers	55	Conference Bond	40	Lancaster Bond	23	Strathmore Multicopy Bond	46
Wrenn's Blue Bird	55	Contract Bond	4	Lenox Bond	9	Strathmore Parchment	46
Wrenn's No. 1 Cloth Finish	55	Coupon Bond	4	Mail Order Bond	1	Strathmore Script	46
Wrenn's Basket Weave	55	Crane & Co. Bond	14	Marketplace Bond	1	Success Bond	40
Wrenn's Best	55	Crane's Japanese Linen	14	Merit Bond	9	Surety Bond	15
Wrenn's Enameled	55	Cretonne Bond	11	Milford Bond	38	Systems Bond	19
Wrenn's Moire	55	Crystallite Bond	40	Neenah Bond	40	Telanian Extra Super	46
Wrenn's Porcelain	55	Dartford Bond	26	New Era Bond	22	Telephone Bond	4
Wrenn's Record	55	Dartmouth Bond	38	Norman Bond	4	Thinweave, Carbon Copy Bond	49
Wrenn's Royal	55	Direct Sales Bond	5	Offering Circular Bond	1	Titan Bond	26
BONDS AND WRITING		Dreadnaught Parchment	23	Old Badger Bond	22	Tokyo Bond	15
Acceptance Bond	4	Empire Bond	9	Old Chester Mills	4	Transit Mimeo Bond	22
Action Bond	15	English Bond	22	Old Colony Bond	52	Treasury Bond	9
		Extra Fine White Wove		Old Council Tree Bond	40	Triton Bond	41
		Writing	38	Old Deerfield Bond	38	Triton Bond	41A

Soldier of  
fortune to  
*the romance*  
of your ...  
*printed matter*



*Guardian of your budget...trained in the mastery of every duty*





## Over The High Seas

**L**IKE the unfurled sails of ships, your printed messages go forth in the spirit of adventure, to bring you cargoes of business. In just such a way did Caslon Bond set out a short time back on a voyage new to the paper world.

Nature offered advantages at Munising to produce bond paper of quality usually found only at higher cost. To prevent its being poured into the unknown sea of popular-priced papers, invention discovered a way to watermark it at high speed without injury to the surface. By this pioneer step, paper buyers were availed of identified quality at popular prices.

Caslon Bond has since sailed the business sea with many a business man's message. It has surged to the front because advertisers like its crisp appearance, its twelve smart colors, and its reasonable price — and printers appreciate its uniform surface and easy handling. Both find Caslon Bond a value vehicle for letterheads, business forms, and direct mail.

You, too, can profit from acquaintance with Caslon Bond. See your paper merchant, or write for test sheets and the Caslon Bond sample book.



*Full details of the interesting development of Caslon Bond are given in the book "Hidden Gold in the Bond Field." Write for your free copy.*

# CASLON BOND



Reg. U.S. Pat. Office

THE MUNISING PAPER COMPANY ~ MUNISING, MICHIGAN

## Brand Names of Papers With Key to Manufacturers—(Continued)

## BONDS AND WRITING—Cont.

Two-Text 45  
 Typewriter Bond 40  
 U. S. Linen 4  
 Valiant Bond 23  
 Volume Bond 19  
 Wall Street Bond 22  
 Waterfalls Writing 50  
 Wauregan Colored Flats 4  
 Westvaco Bond 51  
 Woronoco Bond 46  
 Woronoco Damask 46

## BOOK PAPERS

Advertisers Laid Leaves 1  
 Aladdin Box Covers 46  
 Alexandra D. E. Wide and Narrow 46  
 Alexandra Japan 46  
 Alpaco Catalog 3  
 American Eggshell 4  
 American English Finish 4  
 American Handcraft 4  
 American Japan Parchment 4  
 American Super Calendered 4  
 American Tinted Folder 4  
 American Vellum, D. E. 4  
 Araby Box Cover 46  
 Artlaid 46  
 Aurelian Book 52  
 Bay Path Book 46  
 Bay Path Imperial 46  
 Berkshire Text, D. E. 4  
 Beckett Text 6  
 Bodleian Deckle Edge Book 44  
 Britewhite, English Finish and Super 3  
 B. P. F. Book Paper, Plate 53  
 Broadcloth Text 1  
 Buckeye Text 6  
 Cantibury Book Wove 17  
 Capri Coated Tint 25  
 Carrolltone 41A  
 Champion English Finish 10  
 Champion M. F. 10  
 Champion Mimeograph 10  
 Champion Offset Book 10  
 Champion Super 10  
 Charcoal Book 46  
 Chateau 33  
 Chemco Insert Folder 11  
 Clear Spring English Finish 51  
 Clear Spring Text 51  
 Climax, English Finish and Super 3  
 Cockatoo 46  
 Corinthian Text, Antique 53  
 Crusader Bible 3  
 Cumberland Antique Finish 48  
 Cumberland English Finish and Super 48  
 Dacian 52  
 De & Se Tints 17  
 Dilcol Machine Finish 17  
 Dilcol Offset 17  
 Dilcol Super 17  
 Ensign, English Finish and Super 3  
 Fanfare 46  
 Featherplate 31  
 Feather English Finish 31  
 Fenwick 41A  
 Georgian Book 52  
 Georgian 33  
 Grandee 46  
 Hadrian 52  
 Holyoke Text 1  
 Hylo English Finish 31  
 Hyloplate 31  
 Interwoven Text 11  
 Kamargo Folder 32  
 Kenwood Text—Watermarked 3  
 King, English Finish and Super 3  
 Kinkora Text 44  
 Laurentian Deckle Edge Book 44  
 Library Text 48  
 Linweave Text 33  
 Litho Machine and Super 49  
 Louvain Book 44  
 Maidstone Leaves 1  
 Marlowe Book 52  
 Milano 33  
 Modern Canary Manila 31  
 Modern Cream Manila 31  
 Modern White Manila 31  
 National 18  
 New England Machine Book 48  
 No. 66 Book 48  
 Nubian Book 52  
 Old Stratford Book 46  
 Olde Style Antique Wove and Laid 48  
 Olde Style Mimeograph Laid 48  
 Oxford Machine Finish 41  
 Oxford Super Book 41

## BOOK PAPERS—Cont.

Parquetry Cover 46  
 Primo English Finish 31  
 Primoplate 31  
 Printone 48  
 Process Super Book 3  
 Ravenna Text 32  
 Regal Antique 17  
 Rhododendron Box Cover 46  
 Rotindia 31  
 Rotoplate 31  
 Roxburghe Book 52  
 Salisbury Text 26  
 Saratoga Book 29  
 Sarouk 33  
 Saxonet 46  
 Servo English Finish 31  
 Servoplate 31  
 Standard M. F. and Super 3  
 Standard's Offset 45  
 Strathlaid 46  
 Strathmore D. E. Narrow 46  
 Strathmore Japan 46  
 Suede Laid 17  
 Suede Finish Wove 17  
 Thintext 48  
 Thinweave 48  
 Valley White Laid Mimeograph 31  
 Warranty M. F. Writing 3  
 Warren's Offset 48  
 Waverly Vellum 44  
 Wayside Text 46  
 Westvaco Eggshell 51  
 Westvaco Inspiration M. F. 51  
 Westvaco Inspiration Super 51  
 Whitehall Text 26  
 Worthy Signature 52  
 "1852" Publishers' Book 48

## BOX COVERS

Aerial 18  
 Aladdin 46  
 Araby 46  
 Artillery 18  
 Colored Cloud Papers 31  
 Color-Checks 34  
 Color-Swipes 34  
 Color-Waves 34  
 Crystal Box Enamel 34  
 Crystallins 13  
 Cubist 18  
 Dart 18  
 Economy Glazed 34  
 Executive 18  
 Fancy Papers 34  
 Fanfare 46  
 Flora 18  
 Freeze 18  
 Gold Chinatex 18  
 Gold Web Artillery 18  
 Gold Web Brilliants 18  
 Gold Prints 13  
 Goldruff 34  
 Hampden Embossed Box Papers 25  
 Hampden Fancy Box Papers 25  
 Kin-Glo 31  
 Lightning Flash Enamel 34  
 Metallica 13  
 Modern 18  
 Orientals 13  
 Palette 18  
 Pastels 13  
 Plaid 18  
 Plain and Colored Cheviots 31  
 Radio 18  
 Ravenna 32  
 Rhododendron 46  
 Rosette 18  
 Shellgold 34  
 Shellsilver 34  
 Silhouettes 34  
 Snowdrift 34  
 Spindrift 34  
 Spungold 34  
 Spunsilver 34  
 Super Colors 34  
 Thibron 18  
 Ticklestone 31  
 Velumets 13  
 Veltetta 34  
 Waregold 34  
 Waregold Edging 34  
 Wareplatinum 34  
 Washington Brilliant 18  
 Whippet 18  
 Wisconsin Tribal 31

## BRISTOLS

Acceptance Index 4  
 Agawam Index 4  
 American No. 1 Jute Tag 4  
 American Post Card 4  
 American Rope 4  
 Apollo Bristol 53  
 Arctic Blanks 53  
 Ardsley 19  
 Baltic Blanks 53  
 Benefit Index Bristol 11  
 Carleton 19

## BRISTOLS—Cont.

Chateau 33  
 Chemco Index Bristol 11  
 Corinth Folding Bristol 53  
 Creamstone Post Card 53  
 Darien Index 4  
 Dilcol Translucent 17  
 Doric Sample Card 53  
 Fabratone Translucent 13  
 Fiberfold Bristol 53  
 Garden Tinted Bristol 53  
 Georgian 33  
 Ionic Bristol 53  
 Laidtone Translucent 13  
 Ledger Index Bristol 15  
 Longlife Index 53  
 Massasoit Index 4  
 Meadow Tinted Bristol 53  
 Milano 33  
 Moderne Translucent 13  
 Parchment Bristol 42  
 Plato Post Card 53  
 Riegel's 20th Century Bristol 49  
 Snowwhite Bristol 53  
 Strongheart Index 53  
 Superfine Bristol 53  
 Superfine Envelope Paper 53  
 Superfine Index Bristol 15  
 Ultrafine Translucent 13  
 Vigilant Index 53  
 Westvaco Index Bristol 51

## CARDBOARDS AND POST CARDS

Aragon Translucent 27  
 Black Waterproof Board 27  
 Brightwood Coated Blank 27  
 Brightwood Folding Translucent 27  
 Brightwood Merchandise Tag 27  
 Brightwood Playing Card Stock 27  
 Brightwood Railroad 27  
 Brightwood Rope Tag 27  
 Brightwood Thick China 27  
 Brightwood Thick Showcard 27  
 Brightwood Tint Lithograph Blank 27  
 Brightwood Tough Check 27  
 Cameo Post Card 48  
 Capri Coated Board 25  
 Champion Cream Post Card 10  
 Champion Index Bristol 10  
 Champion Miami Blanks 10  
 Champion Offset Blanks 10  
 Clearlake Index Bristol 29  
 Derby Blank 27  
 Esopus 8  
 Excelsior Translucent 27  
 Falpaco Coated Cardboard 21  
 Hamilton Post Card 10  
 Hampden Blanks 25  
 Hylo Post Card 36  
 Irex Melton Mount 27  
 Laidtone Coated Blanks 13  
 Miami Post Card 26  
 Minton Translucent 27  
 No. 1 Quality Blank 27  
 Otsego Blanks 3  
 Printheist Coated Blanks 13  
 Printheist Colored Blanks 13  
 Riegel's Jute Tag 49  
 Rugby Blanks 25  
 Silkote Post Card 48  
 Standard Post Card 36  
 Treasury Bristol 27  
 Tritone Coated Blanks 13  
 Velvetone 8  
 Waregold 34  
 Wareplatinum 34  
 Westvaco Coated Post Card 51  
 Westvaco Post Card, Cream 51  
 Westvaco Satin White Translucent 51

## COATED PAPERS

Aigrette Enamel 10  
 Artford 48  
 Art Gloss 16  
 Art Mat 16  
 Art Mat Post Card 16  
 Appleton Enamel 5  
 Appleton Embossing Cover 5  
 Ashokan 8  
 Biltmore Translucent 36  
 Blanca 16  
 Cameo 48  
 Cameo Cover 48  
 Cameo Post Card 48  
 Campaign Bristol 36  
 Canfold 8  
 Champion Colored Coated 10  
 Champion Coated Label C. 1 S. 10  
 Champion Featherweight Enamel 10  
 Community Enamel Book 36  
 Community Litho 36  
 Cumberland Coated Book 48  
 Deco Gloss 16

## COATED PAPERS—Cont.

Deco Mat 16  
 De Lux Brush Enamel 34  
 Dilco Coated Book 17  
 Dilford Dull Coated 17  
 Dilco Translucent 17  
 Direct Sales Bond 5  
 Double Service Bond 36  
 Dragon Embossing Cover 5  
 Duo Bond 8  
 Duo-Kote Enamel 36  
 Duo-Kote Litho 36  
 Duro Gloss 17  
 Durable Folder Enamel 3  
 Empress Folding Enamel 5  
 Enamel Cover 27  
 Engravers' Proving Paper 16  
 Esopus 8  
 Fanfold Enamel 36  
 Glass-ad Window Poster Paper 34  
 Hamilton Enamel 10  
 Hampden Coated Box Covers 25  
 Harvard Enamel 3  
 Hingefold Enamel 10  
 Hylo Translucent 36  
 Laidtone Brochure 13  
 Laidtone Coated Book 13  
 Laidtone Letter 13  
 Litho Coated 48  
 Litho C. 1 S. 8  
 Litho C. 1 S. 34  
 Lustru 48  
 Marquette Enamel 51  
 Masterfold Enamel 5  
 M. C. Folding 8  
 Miami Dull Finish Book 56  
 Miami Featherweight Enamel 36  
 Miami Folding Enamel 36  
 Miamiint Enamel Book 36  
 Moderne Coated Book 13  
 Monarch Featherweight Enamel 3  
 Monarch Litho 3  
 Niagara 8  
 Old Ivory Coated Book 17  
 Oxford Dull Coated 41  
 Oxford Folding 41  
 Oxford North Star 41  
 Oxford Polar 41  
 Parian Enamel 10  
 Photo Enamel 48  
 Plated Label Paper 27  
 Polychrome Dull Coated Book 5  
 Porcelain Enamel 3  
 Rainbow Translucent 36  
 Rayon Enamel Book 36  
 Rayon Litho C. 1 S. 36  
 Refold Enamel 10  
 Satin Proof Enamel 10  
 School Annual Coated Book 5  
 Silkfold 48  
 Silkote 48  
 Silkote Post Card 48  
 Stain Proof Varnishing Litho 3  
 Sterling Enamel 51  
 Tiffany Enamel Book 36  
 Tiffany Litho 36  
 Titan Enamel Cover 36  
 Twillfold 48  
 Velour Folding Enamel 3  
 Velvo Enamel 51  
 Velvetone 8  
 Victory Dull Coat 3  
 Vogue Enamel 3  
 Warrenfold 48  
 Warrenfold Coated Writing 48  
 Warrentown Coated Book 48  
 Watertone 8  
 Westvaco Ideal Litho 51  
 White Satin Enamel 10  
 Woodbine Colored Enamel 5  
 Woodbine Embossing Cover 5  
 Zena 8

## COVER PAPERS

Advertisers Covers 1  
 Advertisers Overlaid Covers 1  
 Aeolian Covers 1  
 Aladdin Cover 46  
 Albemarle Cover 2  
 Alexandra D. E. Wide and Narrow 46  
 Alexandra Japan 46  
 American Embossed 4  
 American Handcraft 4  
 American Standard 4  
 Anniversary 13  
 Antiquarian Covers 1  
 Araby Cover 46  
 Argonaut 27  
 Artists Sunburst 25  
 Artlaid 46  
 Arven Folding 4  
 Atlantic Cover 19  
 Atlantic Manuscript Cover 19  
 Aurelian Cover 52  
 Bannockburn Cover 46  
 Bay Path Cover 46

## BRAND NAMES OF PAPERS WITH KEY TO MANUFACTURERS—(Continued)

### COVERPAPERS—Continued

Dilford Enamel Cover 17  
Doeskin Cover 11  
Duchess Cover 17  
Economy 31  
Executive 18  
Fabratone Translucent 13  
Fanfare 46  
Foldwell 12  
Gay Head Cover 32  
Gay Head Morocco 32  
Georgian Cover 52  
Grandee 46  
Hammermill Cover 24  
Herculean 4  
Holyoke Covers 1  
Indian Head Cover 32  
International Covers 11  
Interwoven Covers 11  
Jajane 13  
Kenmore 9  
Kinkora Cover 44  
Kroydon 27  
Laid-Mark 13  
Laidtone Translucent 13  
Laurentian Cover 44  
Leatherette 25  
Leatherette Amber Manila 43  
Leatherette Cover 43  
Leatherette Embossed Cover 43  
Liberty Cover 32  
Lodestone 25  
Louvain Cover 44  
Maifestone Leaves and Coverings 1  
Marlowe Cover 52  
Miscellaneous Sulphite Covers 31  
Moderne Translucent 13  
Morocco Cover 32  
Munsell Cover 46  
National 18  
New Librarian 13  
Nu-Art 25  
Nubian Cover 52  
Old Cloister Cover 46  
Old Spanish 13  
Old Stratford Parchment Cover 46  
Parquetry Cover 46  
Pinnacle Embossing Enamel  
Cover 51  
Potomac 18  
Potomac Gold Web 18  
Ranger 27  
Ravenna Cover 32  
Reconstruction 18  
Rhododendron Cover 46  
Riegel's Leatheret Cover 49  
Riverdale 4  
Roloc Cover 11  
Roxburghe Cover 52  
Salisbury Cover 26  
Saxon D. E. Cover 46  
Saxonet 46  
Skyros 18  
Snowwhite Dullcoated 35  
Snowwhite Foamelline 35  
Snowwhite Meadfold 35  
Snowwhite Offset 35  
Standard Cover 32  
Sterling Manuscript 52  
Strathlaid 46  
Strathmore D. E. Narrow 46  
Sunburst 25  
Superior Manuscript 9  
Walrus-Hide Covers 1  
Waregold 34  
Wareplatinum 34  
Washington Brilliant 18  
Washington Brilliant Gold Web 18  
Waterfalls Cover 50  
Wayside Text 46  
Westvaco Folding Enamel  
Cover 51  
White House 18  
Whitehall Cover 26  
Wisconsin Tribal 32

### LEDGERS

Account Linen 4  
Action Ledger 11  
Adirondack Ledger 29  
Artesian Ledger 54  
Atlantic Ledger 19  
Bank Posting Ledger 22  
Battleship Ledger 22  
Brunswick Linen 4  
Buyers Ledger 11

Caslon Ledger 39  
Clearlake Ledger 29  
Court Linen 9  
Credit Ledger 22  
Dauntless Ledger 23  
Defendum Ledger 42  
Dependence 9  
Dreadnaught Linen Ledger 23  
Economic Ledger 15  
Entry Ledger 23  
Extension 4  
Fortified Ledger 54  
Hammermill Ledger 24  
Heather Ledger 19  
Howard Ledger 28  
Journal Linen Ledger 38  
KVP Ledger 30  
Massasoit 4  
Mercantile Record 43  
Monmouth 9  
Old Badger Ledger 22  
Old Ironsides Ledger 23  
Posting Ledger 28  
Prestige Ledger 40  
Putnam Ledger 40  
Resolute Ledger 40  
Sales Record Ledger 38  
Scotch Linen Ledger 42  
Stonewall Ledger 40  
Systems Ledger 19  
Vulcan 9  
Waterfalls Ledger 50

### MISCELLANEOUS

Adirondack Bulletin 29  
Alpaco Catalog 3  
Atlantic Offset 19  
Bantam Manifold 11  
Beebe Offset 4  
Beckett Offset 6  
Booklet Envelope Paper 48  
Brighthouse Envelope 3  
Caslon Mimeography 39  
Chemco Car Sign 11  
Chemco Insert Folder 11  
Chester Offset 4  
Clear Spring Offset 51  
Clearlake Offset 29  
Climax Eggshell 3  
Collins Leatherette 13  
Crusader Bible 3  
Delta Mimeograph 4  
Dependable Offset 3  
Dickinson Offset 4  
Duxbury Wedding 15  
Emco Onion Skin 20  
Escolite Onion Skin 20  
Excelsior Wedding 52  
Fidelity Onion Skin 20  
Fineleaf 48  
Flash Instant Drying Mimeo-  
graph 3  
Gilbert Safety Bond 23  
Glendale Superfine 30  
Hammermill Announcement 24  
Hampton Court (Greeting Card) 15  
Kamargo Cheviot 32  
Kamargo Pen Plus 32  
Kamargo Watermarked Mimeo-  
graph 32  
Kenwood Text—Watermarked 3  
Kingkote Bond 3  
KVP Mimeograph 30  
KVP Second Sheets 30  
Leatherette Tag 43  
Liberty Offset 3  
Liberty Pattern 32  
Myriad Onion Skin 11  
Olde Style Mimeograph—Laid 48  
Otsego French Folio 3  
Pilot Envelope 3  
Pyramid Catalog 3  
Riegel's Jewell Brand Glassine 49  
Special Onion Skin 20  
Standard Colored M. F. and  
Super 3  
Standard Eggshell 3  
Waregold Text 34  
Warren's Offset 48  
Waterfalls Mimeograph 50  
Waterfalls Offset 50  
Waterfalls Platefold 50  
Westvaco Extra Strong End  
Paper 51  
Westvaco Offset 51  
Westvaco Opacity 51  
Worthy Parchment 52

## COMMERCIAL ARTISTS

ATLANTA, GA.  
Swanson-Crow Studios,  
Norris Bldg.  
BOSTON, MASS.  
John G. Bliss,  
80 Boylston St.  
W. A. Dwiggin,  
30 Ipswich St.  
Hope-Lobe & Associated Artists,  
36 Bromfield St.  
Forrest W. Orr,  
50 Congress St.  
The Southgate Press,  
470 Atlantic Ave.  
BUFFALO, N. Y.  
The Whitney-Graham Co., Inc.  
588 Monroe St.  
CHICAGO, ILL.  
Advertising Art Studio,  
75 E. Wacker Drive  
Edgar J. Anderson Studios,  
185 W. Wabash Ave.  
Art Directors Service,  
75 E. Wacker Drive  
Bertsch & Cooper,  
154 E. Erie St.  
Hugh M. Chenoweth,  
410 N. Michigan Ave.  
Clarence Cole,  
59 E. Madison St.  
Dornseif Studios,  
165 W. Wacker Drive  
George W. French,  
75 E. Wacker Drive  
Grauman-Jennings Studios,  
75 E. Wacker Drive  
Jahn & Ollier Engraving Co.,  
817 W. Washington Blvd.  
Andrew Loomis,  
360 N. Michigan Ave.  
Magill-Weinsheimer Co.,  
1320 S. Wabash Ave.  
Manz Corporation,  
4001 Ravenswood Ave.  
Modern Advertising Art Studios,  
Decorative Arts Bldg.  
Palenske-Young, Inc.,  
316 N. Michigan Ave.  
Ben C. Pittsford Co.,  
421 N. State St.  
The Regensteiner Corp.,  
Jackson Blvd. & Racine Ave.  
Swan Studios,  
157 E. Ontario St.

### DETROIT, MICH.

Evans-Winter-Hebb, Inc.,  
818 Hancock Ave., W.  
R. L. Polk & Co.,  
431 Howard St.  
Speaker-Hines Printing Co.,  
154 Larned St., E.  
The Stubbs Co.,  
Fort St. at Twelfth

### GRAND RAPIDS, MICH.

The Jaqua Co.,  
101 Garden St., S.E.  
LOS ANGELES, CALIF.  
Neuner Corp.,  
817 So. Los Angeles St.  
House of Ralston, Inc.,  
1220 Maple Ave.  
MILWAUKEE, WIS.  
Milwaukee Printing Co.,  
Florida at Grove  
Meyer-Rotier-Tate Co.,  
425 Van Buren St.  
Philipp Lithographing Co.,  
458 Fourth St.  
MINNEAPOLIS, MINN.  
Bureau of Engraving, Inc.,  
500 S. Fourth St.  
NEW ROCHELLE, N. Y.  
Norman Rockwell

NEW YORK, N. Y.  
American Lithographic Co., Inc.,  
19th St. and Fourth Ave.  
McClelland Barclay,  
The Berkshire Bldg.  
Victor Beals,  
77 W. 50th St.  
Thomas Benrimo,  
46 W. 47th St.  
Lucian Bernhard,  
239 W. 43rd St.  
August Beser, Jr.,  
206 E. 33rd St.  
Franklin Booth,  
58 W. 57th St.  
Arthur Wm. Brown,  
116 W. 87th St.  
Harry Wynn Bruns,  
67 W. 44th St.  
Clarence Cole,  
11 E. 44th St.

Walter Cole,  
11 E. 44th St.  
Commanday-Roth Co.,  
175 Varick St.  
F. G. Cooper,  
598 Madison Ave.  
Bradshaw Crandell,  
30 E. 60th St.  
Harvey Dunn,  
33 W. 42nd St.  
Dorothy Edinger,  
662 Madison Ave.  
Ethridge Association of Artists,  
420 Lexington Ave.  
C. B. Falls,  
2 E. 23rd St.  
Hugh Ferriss,  
101 Park Ave.  
James Montgomery Flagg,  
108 W. 57th St.  
Guild of Free Lance Artists,  
420 Lexington Ave.  
A. Halpert,  
521 Fifth Ave.  
George J. Illian,  
140 E. 39th St.  
John La Gatta,  
80 W. 10th St.  
Gerald Leake,  
51 W. 10th St.  
C. J. McCarthy,  
40 Gramercy Park  
Neyssa McMein,  
1 W. 67th St.  
Leo Mielziner,  
47 Washington Sq.  
William Oberhardt,  
11 E. 14th St.  
Russell Patterson,  
730 Fifth Ave.  
Henry Raleigh,  
1 W. 67th St.  
David Robinson,  
140 W. 57th St.  
Tony Sarg,  
41 W. 17th St.  
R. F. Schabelitz,  
39 W. 67th St.  
The Schilling Press, Inc.,  
137 E. 25th St.  
Snyder & Black, Inc.,  
200 William St.  
The Stillson Press, Inc.,  
461 Eighth Ave.  
Keith Shaw,  
18 E. 41st St.  
Joseph Sinel,  
451 W. 23rd St.  
Frederick Dorr Steele,  
150 E. 34th St.  
Walter D. Teague,  
210 Madison Ave.  
Adolph Triedler,  
East 60th St.  
A. S. Trueman,  
116 W. 30th St.

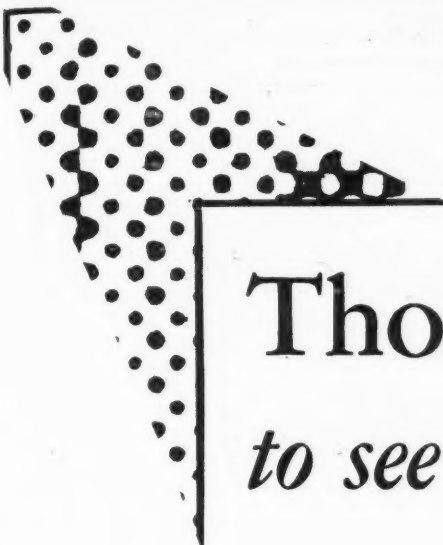
### OMAHA, NEBR.

The Acorn Press,  
1214 Howard St.  
PHILADELPHIA, PA.  
M. L. Blumenthal,  
518 Walnut St.  
Harvey Hopkins Dunn,  
44 Westview Ave.  
Hoffman Art Studio,  
1505 Arch St.  
Earl Horter,  
2038 Spruce St.  
Ray Rohn,  
518 Walnut St.  
William P. Schoonmaker,  
1211 Walnut St.

### PITTSBURGH, PA.

Robert Rawsthorne Co.,  
Heaven Bldg.  
PORTLAND, ORE.  
Kleebe Art Service,  
Maegly Tichner Bldg.  
West Coast Engraving Co.,  
Commonwealth Bldg.  
ST. PAUL, MINN.  
Harmann McGinnis,  
Builders Exchange Bldg.  
Buckbee Mears Co.,  
Lindeke Bldg.  
SAN FRANCISCO, CALIF.  
Sunset Press,  
1045 Sansome St.  
Patterson & Sullivan,  
235 Pine St.  
H. S. Crocker Co., Inc.,  
565 Market St.  
WESTPORT, CONN.  
John Held, Jr.  
WINNIPEG, CANADA  
Bulman Bros., Ltd.





## Thousands of Eyes to see PAPER QUALITY

THE real judge of quality in coated paper is the half-tone dot—17,698 dots to a square inch in a 133 line plate. The importance of smoothness in coated paper is obvious.

And because these dots are so small that the eye can scarcely distinguish them, the *perfect* paper surface should have no depressions that are as *large as the face of a half-tone dot*.

Glossy coated paper may appear smooth merely because it is shiny, but examination through a glass often shows its surface to be composed of thousands of little hills and valleys *into which* the half-tone dot must go to reach full contact.

Five years ago coated papers of our manufacture were comparable in smoothness to similar grades. Today our cheapest grades are as smooth as our finest coated paper five years ago! And the higher grades have correspondingly higher smoothness.

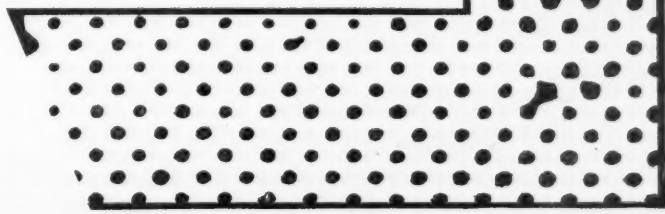
Compare Champion papers with similar grades at equivalent price. On the press, in comparison with other papers of equivalent price, printed under identical conditions, papers made by Champion Mills give better results with less make-ready, less ink and less offset — because they have a more *compact* coated surface — they are smoother.

Your printer knows where to secure Champion papers; he identifies them by the Champion trade-mark in paper merchants' price lists.



THE CHAMPION COATED PAPER CO.  
HAMILTON, OHIO

*Manufacturers of Coated and Uncoated Papers and Cardboards  
Over a Million Pounds Daily*



## PRINTERS AND LITHOGRAPHERS

(These Firms Were Recommended by Their Customers in Response to a Sales Management Questionnaire)

PRINTERS AND LITHOGRAPHERS (By Cities)	Color Printing	Booklets and Broadsides	Catalog Printing	Engraving	Offset	Miscellaneous	PRINTERS AND LITHOGRAPHERS (By Cities)	Color Printing	Booklets and Broadsides	Catalog Printing	Engraving	Offset	Miscellaneous
<b>Akron, Ohio</b>							<b>Buffalo, N. Y.</b>						
Akron Typesetting Co., 42 Cherry St.....	✓	✓	✓				J. W. Clement Co., Seneca, Lord & Sey- mour Sts.....	✓	✓	✓	✓		b-c
Commercial Printing & Litho. Co.....	✓	✓	✓		✓		The Davis Bulletin Co., Inc., 10 Lock St....	✓					
Ohio Advertising Co., 90 Ash St.....	✓	✓	✓				Mark Hubbell Co., 457 Washington St.....						c
The Superior Printing & Lithographing Co., 110 No. Union St.....	✓	✓	✓		✓		Ludlow-Mansfield, Inc., Commercial Trust Bldg.....		✓				
<b>Allentown, Pa.</b>							Niagara Litho. Co.....				✓		
L. F. Grammes & Sons.....	✓				✓	a	The Whitney Graham Co., Inc., 588 Mon- roe St.....	✓	✓	✓			
<b>Amsterdam, N. Y.</b>							<b>Cambridge, Mass.</b>						
Amsterdam Printing & Litho. Co., Liberty & Forbes Sts.....	✓				✓	b	The Barta Press, 209 Massachusetts Ave....	✓	✓	✓	✓		
<b>Atlanta, Ga.</b>							Gordon Taylor Inc., 185 Albany St.....	✓	✓	✓			
Foot & Davies Co., Edgewood & Pryor....	✓	✓	✓	✓	✓	b	Tolman University Press, University Rd....	✓	✓	✓			
Ruralist Press, 713 Glenn St., S. W.....	✓	✓	✓			b	<b>Campello, Mass.</b>						
<b>Aurora, Ill.</b>							The Howard Print, Inc.....	✓	✓	✓			
The Strathmore Co., 217 Fox St.....	✓	✓	✓				<b>Charlotte, N. C.</b>						
<b>Austin, Texas</b>							Queen City Printing Co.....	✓	✓	✓			
E. L. Stock Co., 9th & Lavaca Sts.....	✓				✓	b	<b>Chattanooga, Tenn.</b>						
<b>Baltimore, Md.</b>							Purse Printing Co.....	✓	✓				b-c
Adress, 36 South Paca St.....	✓	✓					<b>Chicago, Ill.</b>						
H. Gamse & Bros., Inc., Gamse Bldg.....	✓	✓			✓	c	American Colortype Co.....	✓	✓	✓	✓		
Lord Baltimore Press, Greenmount Ave. & Oliver St.....	✓	✓	✓		✓		Arkin Advtg. Service, 422 S. Wabash Ave....		✓				
Price Co., 23 South Calvert St.....	✓	✓	✓				Bertsch & Cooper, 154 E. Erie St.....		✓				
D. Stuart Webb Adv. & Letter Service, 306 North Gay St.....	✓	✓					The Cuneo Press, Inc., 22nd, Canal & Grove Sts.....	✓	✓	✓			
<b>Battle Creek, Mich.</b>							Curt Telch & Co., Inc., 1733 Irving Pk. Blvd	✓	✓	✓		✓	
Gage Printing Co., Ltd.....	✓	✓	✓	✓		b	R. R. Donnelly & Sons Co.....	✓	✓	✓	✓	✓	
<b>Bayonne, N. J.</b>							W. F. Hall Printing Co.....						
Jersey Printing Co., 10 West 23rd St.....	✓					b-c	James T. Iggoe Co., 600 W. Van Buren St....	✓			✓	✓	b-c
<b>Beatrice, Nebr.</b>							Jahn & Ollier Engraving Co., 817 W. Wash- ington St.....					✓	c
Milburn & Scott Co.....	✓	✓	✓				Magill-Weinsheimer, 1320 S. Wabash Ave....	✓	✓	✓		✓	
<b>Bemeville, N. J.</b>							Manz Corporation, 4001 Ravenswood Ave....	✓			✓	✓	
Yerg Incorporated, Washington Ave.....	✓	✓	✓				The Mead-Grede Printing Co., 20th St. & Calumet Ave.....	✓					c-d
<b>Belleville, N. J.</b>							Moreau & Rose Co., 850 W. Adam St.....	✓	✓	✓			
Sweeney Lithograph Co., 69 Academy St....							National Printing & Engr. Co., 7 S. Dear- born St.....	✓	✓				b-c
<b>Blanchester, Ohio</b>							Northern Bk. Note Co., 2340 N. Racine Ave.					✓	
Brown Publishing Co.....	✓	✓	✓			b-d	Osgood Co., 418 S. Market St.....	✓	✓	✓	✓		c
<b>Boston, Mass.</b>							Peerless Litho. Co., 4313 Diversey Ave....		✓	✓	✓	✓	b-c
Berkeley Press, 72 Lincoln St.....		✓					Ben C. Pittsford Co., 421 N. State St.....		✓				
Cheitenham Press, Inc., 183 Essex St.....	✓	✓	✓				Regensteiner Corp., 310 S. Racine St.....	✓	✓	✓	✓	✓	b-c
Forbes Lithograph Mfg. Co., P. O. Box 5130	✓	✓	✓				Theo. A. Schmidt Litho. Co., 1050 Fuller- ton Ave.....					✓	
Wm. B. Rand Co., 289 Congress St.....	✓					c	Shattock & McKay Co., 426 S. Clinton St..	✓	✓	✓			
Southgate Press, 470 Atlantic Ave.....	✓			✓		b	Stevens-Davis Co., 1234 N. Jackson Blvd..	✓	✓	✓			
The Tudor Press, 251 Causeway St.....	✓			✓		b-c	Wallace Press, 730 W. Monroe St.....	✓	✓	✓		✓	
<b>Brattleboro, Vt.</b>							Walton & Spencer Co., 1245 S. State St....	✓	✓	✓		✓	
Vermont Printing Co.,.....	✓					b	<b>Cincinnati, Ohio</b>						
<b>Bridgeport, Conn.</b>							Bohnett Co., Third & Vine Sts.....	✓	✓	✓			b-c
The Warner Bros. Co., 325 Lafayette St....	✓	✓	✓				Henderson Litho Co., Station H.....	✓			✓	✓	b-c
<b>Brooklyn, N. Y.</b>							A. H. Pugh Printing Co., 4th, Pike & But- ler Sts.....	✓					b-d
Consolidated Lithographing Corp., Grand St. & Morgan Ave.....	✓			✓	✓	c	Strobridge Litho. Co., 108 Central Pkwy....	✓	✓			✓	
Fox & Bilotti, 176 Johnson St.....	✓			✓			U. S. Printing & Litho. Co.....	✓	✓			✓	c
							<b>Clearfield, Pa.</b>						
							Kurtz Bros.....	✓					c
							<b>Cleveland, Ohio</b>						
							Britton Printing Co., 205 Caxton Bldg.....	✓	✓	✓			
							Caxton Co., Caxton Bldg.....	✓		✓			
							Central Litho. Co., 1138 Clair Ave., N. E..					✓	
							Corday & Gross Co., 1171 E. 24th St.....	✓	✓	✓			

(Continued on Page 318)

a—On metal.

b—Job.

c—Photone.

c—Colorwork.

f—Water color printing.

d—Commercial work only.

# For Twenty-five Years This Mark Has Served Faithfully America's Leading Industries



*Some of America's Leaders  
who directly or indirectly—*

*"Give it to Schilling!"*

AMERICAN CHICLE CO.  
AEROMARINE PLANE & MOTOR CO.  
STANDARD OIL CO. OF N. J.  
REMINGTON ARMS CO.  
COCA-COLA CO.  
COMBINATION RUBBER CO.  
REPUBLIC RUBBER CO.  
NORWALK TIRE CO.  
ERIE TIRE CO.  
FLY-TOX CO.  
BLACK FLAG CO.  
AMERICAN TOBACCO CO.  
LIGGETT & MYERS TOBACCO CO.  
THOMAS A. EDISON CO.  
NATIONAL BROADCASTING CO.  
UNITED FRUIT CO.  
H. R. MALLINSON & CO.  
CENTURY RIBBON MILLS  
E. I. DUPONT DE NEMOURS & CO.  
NE HI BEVERAGES  
BEDFORD TIRE CO.  
RICHLAND TIRE CO.  
MANSFIELD TIRE & RUBBER CO.  
CHARMS CO.  
MORSE & ROGERS SHOE CO.  
GENERAL ELECTRIC CO.  
U. S. NAVAL ACADEMY  
U. S. MILITARY ACADEMY  
N. Y. MILITARY ACADEMY  
PRINCETON UNIVERSITY  
COLUMBIA UNIVERSITY  
GEORGETOWN UNIVERSITY  
UNIVERSITY OF PENNSYLVANIA  
COLLEGE OF CITY OF N. Y.  
NEW YORK UNIVERSITY  
TEACHERS COLLEGE (N. Y. C.)

BARNARD COLLEGE  
DARTMOUTH COLLEGE  
WELLESLEY COLLEGE  
RUTGERS COLLEGE  
HUNTER COLLEGE  
ELMIRA COLLEGE  
MARYMOUNT COLLEGE  
WILLIAMS COLLEGE  
CORNELL UNIVERSITY  
MANHATTANVILLE COLLEGE  
PRATT INSTITUTE  
SWARTHMORE COLLEGE  
HIGHLAND HALL  
GROTON SCHOOL  
ST. PAUL'S SCHOOL  
COLLEGIATE SCHOOL  
ALOHA CAMPS  
FEDERATED BUSINESS PUBLICATIONS  
TALKING MACHINE WORLD  
& RADIO-MUSIC MERCHANT  
TIRES MAGAZINE  
SALES MANAGEMENT  
DRAPERIES MAGAZINE  
AUTOMOTIVE ELECTRICITY  
BUILDING INVESTMENT  
PLUMBERS TRADE JOURNAL  
TRAVEL MAGAZINE  
THE CHURCHMAN  
WOMAN'S JOURNAL  
FURNITURE WORLD  
FUR TRADE REVIEW  
TILE TALK  
U. S. TREASURY DEPARTMENT  
(LIBERTY LOAN)  
AMERICAN RED CROSS  
NATIONAL TUBERCULOSIS ASS'N.

WESTERN ELECTRIC CO.  
AMERICAN EVER-READY WORKS  
AMERICAN GAS ASSOCIATION  
LITHOGRAPHIC TECHNICAL FOUND.  
ESMOND MILLS  
GRATON & KNIGHT MFG. CO.  
FREDERICK A. STOKES & CO.  
ROBERT M. McBRIDE & CO.  
HENRY HOLT & CO.  
D. APPLETON & CO.  
FRANK SEAMAN, INC.  
GEORGE BATTEN CO.  
BLACKETT, SAMPLE & HUMMERT  
FERRY-HANLY ADVERTISING CO.  
CECIL, WARWICK & CECIL  
CHAS. W. HOYT CO.  
HARRY C. MICHAELS  
H. E. LESAN CO.  
HANFF-METZGER CO.  
PARAMOUNT PICTURES  
LIFE SAVERS, INC.  
DETMER, BRUNER & MASON, INC.  
HARRIS, WINTHROP & CO.  
NATHANIEL FISHER & CO.  
R. B. DAVIS CO. (COCOMALT)  
N. Y. & QUEENS ELECTRIC LIGHT  
& POWER CO.  
UNITED ELECTRIC LIGHT & POWER CO.  
MACFADDEN PUBLICATIONS  
DOMESTIC & FOREIGN MISSIONARY  
SOCIETY  
CONGREGATIONAL MISSIONARY BOARDS  
N. Y. ADVERTISING CLUB  
ADVERTISING CLUBS OF THE WORLD  
NEW YORK EMPLOYING PRINTERS  
ASSOCIATION

*For magazine, fine book, catalog, direct mail, color, window  
and counter display or any type of letterpress printing consult*

## THE SCHILLING PRESS INC.

*Printers of Quality*

Schilling Building

137-139 E. 25th Street

New York City

[ This Book is a product of our organization ]



**PRINTERS AND LITHOGRAPHERS—(Continued)***(These Firms Were Recommended by Their Customers in Response to a Sales Management Questionnaire)*

PRINTERS AND LITHOGRAPHERS (By Cities)	Color Printing	Booklets and Broadsides	Catalog Printing	Engraving	Offset	Miscellaneous	PRINTERS AND LITHOGRAPHERS (By Cities)	Color Printing	Booklets and Broadsides	Catalog Printing	Engraving	Offset	Miscellaneous
<b>Cleveland, Ohio—Continued</b>							<b>Grand Rapids, Mich.</b>						
Doyle & Waltz Printing Co., 310 Lakeside Ave., N. W.	✓	✓	✓				Dean-Hicks Co., 217 Grandville Ave.	✓	✓	✓			
William Feather Co., 812 Huron Road	✓	✓	✓				Jaqua Co.	✓	✓	✓	✓		b
Gardner Printing Co., 302 Caxton Bldg.	✓	✓	✓		✓		Michigan Lithographing Co.	✓	✓		✓	✓	c-d
M. Kaber & Son Co., 205 St. Clair Ave.	✓	✓	✓				<b>Greenfield, Mass.</b>						
Morgan Lithograph Co., E. 17th & Payne Ave.					✓	c	Minott Printing & Binding Co., 7 School St.	✓	✓	✓			
Ohio Printing Co., 1426 W. Third St.	✓			✓			<b>Hammond, Ind.</b>						
<b>Columbus, Ohio</b>							Wm. B. Conkey	✓		✓	✓		
Bash Letter & Printing Co., 243 North High St.	✓	✓					<b>Harrisburg, Pa.</b>						
Franklin Printing Co., 33 W. Gay St.	✓					b	Nungesser Printing Co., 46 N. Cameron St.	✓					b
Schmitt Printing Co., 139 E. Rich St.	✓					b	Telegraph Press, Cameron & Kelker Sts.	✓	✓	✓			
The Warner P. Simpson Co., 108 W. Spring St.	✓	✓	✓		✓		<b>Hartford, Conn.</b>						
Watkins & Eierman, 240 N. Fourth St.	✓	✓	✓				Kellogg & Bulkeley Co., 419 Franklin St.	✓			✓	✓	b
<b>Coshocton, Ohio</b>							<b>Houston, Tex.</b>						
American Art Work, Inc.	✓						Rein Printing Co., Caroline & McKinney	✓					c
<b>Dallas, Tex.</b>							<b>Indianapolis, Ind.</b>						
Walraven Bros. Inc., 1509 Caruth St.						b-d	Benham & Munday, Murphy Bldg.	✓	✓	✓			
<b>Dayton, Ohio</b>							Colortype Corp., 433 N. Capitol Ave.	✓	✓	✓		✓	
Otterbein Press, 230 N. Fifth St.	✓	✓	✓				Oval & Koster, 700 W. Washington St.	✓				✓	
Reynolds & Reynolds Co., Washington & Dudley Sts.	✓	✓	✓		✓		Stafford Engraving Co.				✓		
<b>Decatur, Ill.</b>							<b>Jackson, Mich.</b>						
Review Printing & Stationery Co.	✓		✓			b	Allen Printing Co., 166 W. Pearl St.	✓	✓	✓			
<b>Des Moines, Iowa</b>							<b>Jamestown, N. Y.</b>						
American Lithographing & Printing Co., Third & Keosauqua Way	✓	✓					Bergwall Printing Co., 809 N. Main St.	✓	✓	✓			
Federal Printing Co., 215 Fourth St.	✓	✓	✓				<b>Joliet, Ill.</b>					✓	
<b>Detroit, Mich.</b>							Gerlach Barklow Co.	✓					
John Bornman & Son, 601 W. Fort St.	✓	✓	✓		✓		<b>Kalamazoo, Mich.</b>						
Evans-Winter-Hebb, 818 N. Hancock St.	✓	✓	✓		✓		Crescent Engraving Co.		✓		✓		
Franklin Offset Co., 2842 W. Grand Blvd.	✓	✓	✓		✓		Ihling Bros. Everard Co., 259 E. Michigan Ave.	✓	✓	✓			
Printers, Inc., 409 E. Jefferson Ave.	✓	✓					<b>Kansas City, Mo.</b>						
Saturday Night Press, Inc., 526 W. Fort St.	✓		✓				Grimes-Joyce Printing Co., 918 Grand Ave.	✓	✓	✓			
Stubbs Co., Port St. at Twelfth	✓				✓	c	Homer E. Paris Printing Co., 315 E. 10th St.	✓	✓				b
<b>Dowagiac, Mich.</b>							Smith Grieves Printing Co., 1701 Washington St.	✓					
Dowagiac Daily News Co.						c-d	Union Bank Note Co., Bank Note Bldg.	✓			✓	✓	b
<b>Duluth, Minn.</b>							<b>Lafayette, Ind.</b>						
Stewart-Taylor Co., 322 W. Michigan St.	✓					b	Haywood Tag Co.	✓					
<b>Elmira, N. Y.</b>							<b>Leicester, Mass.</b>						
F. M. Howell & Co., 79 Penna. Ave.	✓	✓					Russell Mfg. Co.	✓					c
<b>Evansville, Ind.</b>							<b>Lincoln, Nebr.</b>						
Keller-Crescent Co., 212 Locust St.	✓	✓	✓	✓		b	Jacob North & Co., 1118 M Street	✓	✓	✓			
<b>Everett, Mass.</b>							<b>Little Rock, Ark.</b>						
P. R. Warner Co., 210 Broadway	✓	✓	✓				Peerless Engraving Co., 214 W. 4th St.	✓			✓		
<b>Fort Scott, Kans.</b>							<b>Long Island City, N. Y.</b>						
Standard Advertising & Printing Co.						d	Brett Lithographing Co., Skillman Ave. & Pierson Pl.		✓			✓	
<b>Fort Wayne, Ind.</b>							Offset Gravure Corp., 110 Seventh Ave.	✓	✓	✓		✓	
Bond Engraving Co., 925 Barr St.		✓		✓			<b>Los Angeles, Calif.</b>						
Fort Wayne Printing Co., Clinton & Holman St.	✓	✓	✓		✓		House of Ralston, Inc., 1220 Maple Ave.	✓			✓		b-c
General Printing Corp.	✓	✓		✓			Neuner Corp., 817 S. Los Angeles St.	✓	✓	✓		✓	
<b>Fostoria, Ohio</b>							Wayside Press, Inc., 857 S. Los Angeles	✓	✓	✓		✓	
Gray Printing Co.	✓	✓	✓	✓		b-c-d	Western Lithograph Co., 600 E. Second St.	✓	✓	✓		✓	
							Young & McCallister, Inc., 1300 Santee St.	✓				✓	c

(Continued on Page 320)

a—On metal.

b—Job.

e—Photone.

c—Colorwork.

f—Water color printing.

d—Commercial work only.

# COLOR

*Enables the advertiser to portray his merchandise in all its natural attractiveness, multiplying the sales appeal many, many times*

ANY TOUCH that will help to gain interested attention is a splendid investment for the advertiser. Color contributes surprisingly to the "pull" of printed salesmanship.

YOU ARE now enabled to dress your sales appeals in color with very little additional cost through a process that is offered by one of the leading midwest printers.

## Jean Berte Process

uses opaque or transparent water colors with alluring effects and duplicating the original artist's painting most faithfully. Particularly effective for catalog covers and inserts, window cards and cutouts, announcements, four-page letters, broadsides, blotters, and various other direct mail media where color is desirable.

Further information and samples will gladly be sent upon request to advertising and sales executives. Consider *color* on your next sales piece and note increased results.

## THE ACORN PRESS

*Planners and Producers of Productive Printing*

1214-1216 Howard Street, Omaha, Nebraska

*Member Direct Mail Advertising Association, Inc.*

# PRINTERS AND LITHOGRAPHERS—(Continued)

(These Firms Were Recommended by Their Customers in Response to a Sales Management Questionnaire)

PRINTERS AND LITHOGRAPHERS (By Cities)	Color Printing	Booklets and Broadsides	Catalog Printing	Engraving	Offset	Miscellaneous	PRINTERS AND LITHOGRAPHERS (By Cities)	Color Printing	Booklets and Broadsides	Catalog Printing	Engraving	Offset	Miscellaneous
<b>Madison, Wis.</b> Cantwell Printing Co., 121 Pinckney St. ....	✓					b	Gibbs Press, Inc., 220 West 19th St. ....	✓			✓		
<b>Marion, Ohio</b> Monarch Printing & Supply Co., 179 S. Main St. ....	✓					b-c-d	Githens Sohl Corp., 203 East 12th St. ....	✓	✓	✓	✓		
<b>McGregor, Iowa</b> J. F. Widman & Sons Co., Inc. ....	✓					b-d	Wm. Green Corp., 627 West 43rd St. ....	✓			✓		
<b>Meriden, Conn.</b> Johnson-Twin & Miller ....	✓					d	Hardingham Press Inc., 110 Greenwich St. Karle Lithographing Co., 512-5th Ave. ....	✓			✓		
<b>Milford, N. H.</b> Cabinet Press. ....		✓	✓				Andrew H. Kellogg Co., 145 East 25th St. ....	✓					
<b>Milwaukee, Wis.</b> Giegler Lithographic Co., 694 Broadway ...	✓	✓	✓				Kess & Harris Press, Inc., 344 West 38th St. Kingsport Press, 578 Madison Ave. ....	✓	✓				
Meyer-Rotier Tate Co., 425 Van Buren St. ....	✓	✓	✓				J. M. Laverty & Son, 226 West 14th St. ....	✓					b-c-d
Milwaukee Printing Co., Florida at Grove ...	✓	✓	✓	✓		b	Lutz & Sheinkman, 2 Duane St. ....				✓		c
Philipp Lithographing Co., 458 Fourth St. ....	✓				✓		The Moore Press, Inc., 461-8th Ave. ....	✓	✓	✓			
<b>Minneapolis, Minn.</b> Bureau of Engraving, 500 Fourth Ave. S. ...	✓	✓	✓	✓			The Munro & Harford Co., 460 West 34th St. ....	✓	✓	✓		✓	
<b>Muncie, Ind.</b> Scott Printing Co., 115 News Court. ....	✓	✓	✓				Nation Press Printing Co., 57 New Chambers St. ....	✓					b
<b>Muskegon, Mich.</b> Dana Printing Co. ....	✓	✓	✓				National Process Co., 218 West 40th St. ....					✓	c
<b>Nashville, Tenn.</b> Benson Printing Co. ....	✓	✓	✓				Neo Gravure Printing Co., 374-2nd Ave. ....						
Brandau-Craig-Dickerson Co., 304 Tenth Ave., So. ....	✓	✓	✓		✓		James F. Newcomb Co., 330-7th Ave. ....	✓					
Williams Printing Co., 160 Fourth Ave., N. ....	✓			✓		f	Pace Press Inc., 207 West 25th St. ....	✓					
<b>Newark, N. J.</b> The Essex Press, 16 Lawrence St. ....	✓					b	Palmer & Oliver, Inc., 438 West 37th St. ....	✓					b-c
Alex. G. Highton, Inc., 227 High St. ....	✓	✓	✓			c	W. P. Powers Co., 9 East 38th St. ....	✓	✓	✓		✓	
<b>New Britain, Conn.</b> Adkins Printing Co., 66 Church St. ....	✓					b	Publishers Printing Co., 207 West 25th St. Redfield-Kendrick-Odell Co., 10th Ave. & 36th St. ....	✓					
<b>New Brunswick, N. J.</b> J. Hudington, 1 Peace St. ....	✓	✓	✓				Reffes Sandson Co., 416 West 33rd St. ....	✓					b-c
<b>New York, N. Y.</b> American Colorplate Co., 207 West 25th St. ....	✓			✓		b-c	Rogers & Co., 461-8th Ave. ....	✓	✓	✓		✓	
American Litho. Co., Inc., 19th St. & Fourth Ave. ....	✓	✓	✓		✓	c	A. L. Russell, Inc., 47 West St. ....	✓					b-c-d
Art Gravure Corp., 406 West 31st. ....	✓	✓	✓				Schilling Press, Inc., 137 East 25th St. ....	✓			✓		
Atlantic Litho. & Print. Co., 6 East 35th St. ....	✓	✓	✓				Snyder & Black, Inc., 200 William St. ....	✓				✓	b-c-d
Barnes Press, 350 West 31st St. ....	✓					b	Stettiner Bros., Inc., 460 West 34th St. ....	✓			✓		b-c
†Chas. Austin Bates Inc., 67 West 44th St. ....	✓						Stillson Press, Inc., 461-8th Ave. ....	✓					c
Albert Becker Co., 23 Worth St. ....	✓						Stirling Press, 318 West 39th St. ....	✓					
Birge, Grandbois & Smith, Inc., 333 Hudson St. ....	✓	✓	✓				Strawberry Hill Press, Inc., 432 W. 45th St. Weber Earley Co., 200 Hudson St. ....	✓					b-c
Blanchard Press, Inc., 418 West 25th St. ....	✓						The Woodrow Press, Inc., 225 Varick St. ....	✓					
Borough Press, 45 Vesey St. ....						b-c-d	Yerg, Inc., 25 Church St. ....	✓			✓	✓	
Bryant Press, Inc., 225 West 39th St. ....	✓						Zincograph Co., 150 Varick St. ....				✓		
The Caxton Typographers, Inc., 228 East 45th St. ....	✓					b	<b>Norwood, Ohio</b> The U. S. Printing & Litho. Co. ....	✓	✓			✓	
Commanday-Roth Co., Inc., 175 Varick St. ....	✓	✓	✓			b-c	<b>Oakland, Calif.</b> Kitchener Printing Co., 365 Fifth St. ....	✓	✓	✓			
Correct Printing Co., 161 Grand St. ....	✓	✓					Ritchie Engraving Co. ....	✓			✓		
Peter Coughlin, 270 Lafayette St. ....	✓						<b>Oklahoma City, Okla.</b> Semco Color Press, 414 W. Third St. ....	✓					
Devinne Hallenbeck Co., 80 Lafayette St. ....	✓						<b>Omaha, Neb.</b> The Acorn Press, 1214 Howard St. ....	✓	✓	✓			b-c
Einson-Freeman Co. Inc., 511 East 72nd St. ....	✓	✓					Epstein Lithographing Co., 20th & Webster Rees Printing Co., 420 S. 10th St. ....	✓	✓	✓		✓	c
Elliott Ticket Co., 12 Vestry St. ....	✓						<b>Paris, Ill.</b> U. O. Colson Co. ....		✓			✓	c
Enterprise Press Inc., 200 Hudson St. ....	✓						<b>Patterson, N. J.</b> Blauvelt Bros. Co., 680 Madison Ave. ....	✓					
Flory Prtg. Co., 266 Williams St. ....	✓					b	<b>Philadelphia, Pa.</b> Acme Press, Broad, Wallace & 15th Sts. ....	✓			✓	✓	b
Forbes Litho. Mfg. Co., 41 Park Row. ....	✓				✓		Bingham Co., 139 N. Juniper St. ....	✓					
Wilbert Garrison Co., 82 Beekman St. ....	✓			✓	✓		Benjamin F. Emery Co., 1206 Race St. ....	✓	✓	✓			
							William F. Fell Co., 1315 Cherry St. ....	✓	✓	✓			
							Franklin Printing Co., 514 Ludlow St. ....	✓	✓	✓			f
							Henry S. Jacobs & Co. Inc., 117 N 7th St. ....	✓					b-c-d
							Ketterlinus Litho. Mfg. Co., 4th & Arch Sts Pittsburgh, Pa. Herbick & Heed Printing Co., 1117 Wolfen- dale St. ....	✓	✓	✓			

(Continued on Page 323)

a—On metal.

e—Photone.

b—Job.

c—Colorwork.

f—Water color printing.

d—Commercial work only.

†—Group of Printer Clients.



# COLOR PRINTING HEADQUARTERS

Easter  
Greetings



**Bond**  
The home like bread

Our Product helps  
sell Bread  
We can help sell  
*your* Product too

[ This Hanger has the col-  
or and charm necessary  
to insure long showing. ]

THE UNITED STATES PRINTING  
& LITHOGRAPH CO.

CINCINNATI

BALTIMORE

BROOKLYN

# THE UNITED STATES PRINTING & LITHOGRAPH CO.



CINCINNATI

## SERVICE OFFICES *in following Cities:*

Baltimore . . . 25 Covington St.  
Boston . . . 80 Boylston St.  
Brooklyn . . . 79 North 3rd St.  
Chicago . . . 130 North Wells St.  
Cincinnati . . . 15 Beech St.  
Cleveland . . . 1104 Leader Bldg.  
Detroit . . . 7915 Indiana Ave.  
Indianapolis . . . 414 Traction Bldg.  
Kansas City . . . 1306 Waldheim Bldg.  
Minneapolis . . . 433 Palace Bldg.  
New York . . . 110 Hudson St.  
Philadelphia . . . 437 Chestnut St.  
Pittsburgh . . . 609 Renshaw Bldg.  
San Francisco . . . 112 Market St.  
Seattle . . . 1107 Hoge Bldg.  
St. Louis . . . 413 Frisco Bldg.



BROOKLYN

**T**AKE another look at the store hanger on the other side of this insert. Notice the color in the bread—rich golden brown, so natural and life-like that one almost wants to lift it off the paper and take a great big mouthful.

Notice too, the use of the bright eyed Dutch Girl. Synonymous with substantial food and spotless cleanliness, she infers better than a thousand words the wholesomeness of Bond Bread and the stainless kitchens in which it is prepared.

Such tie-up material plus faithful color reproduction is the natural result of the way U. S. operates. The idea and sales department develop what is best for the customer. They are not hide-bound by limitations of the plants.

U. S. operates three distinct and separate producing units, each manned by a different set of craftsmen and each devoting itself to one form of color reproduction.

And the customer gets color reproduction plus—the kind that even in this day of color will attract and hold attention. There is a U. S. representative within convenient reach of you at any one of our sixteen branch sales offices.

## MANUFACTURERS *of*

Art and Commercial Calendars  
Broad­sides · Booklets · Blotters  
Book Covers · Display Posters  
Catalogs · Circulars · Cutouts  
Car Cards · Display Containers  
Folders · Folding Boxes · Fans  
Fine Art Prints · Letterheads  
Festoons · Inserts · Wrappers  
Labels · Menu Cards · Novelties  
Offset Lithography · Post Cards  
Package Slips · Window Trims  
Show Cards · Window Pasters  
Hangers · Posters · Trade Marks  
Poster Stamps · Transparencies



BALTIMORE

## PRINTERS AND LITHOGRAPHERS—(Continued)

(These Firms Were Recommended by Their Customers in Response to a Sales Management Questionnaire)

PRINTERS AND LITHOGRAPHERS (By Cities)	Color Printing	Booklets and Broadsides	Catalog Printing	Engraving	Offset	Miscellaneous	PRINTERS AND LITHOGRAPHERS (By Cities)	Color Printing	Booklets and Broadsides	Catalog Printing	Engraving	Offset	Miscellaneous
<b>Pittsburgh, Pa.—Continued</b>							<b>Scranton, Pa.</b>						
James McMillan Printing Co., Penn Ave. & Barbeau Sts.....	✓	✓	✓				The Commercial Printing, Wyoming & Olive	✓					b-c-d
National Stationery Co., 306 Fourth Ave.....		✓	✓				<b>Seymour, Ind.</b>						
Seneca Offset Corp., 37 Water St.....		✓			✓		Groessle-Mercer Co.....	✓	✓	✓			
<b>Portland, Me.</b>							<b>South Bend, Ind.</b>						
Fred L. Tower Corp., 165 Middle St.....	✓					b	L. P. Hardy, Co.....	✓				✓	b
<b>Portland, Ore.</b>							<b>South Weymouth, Mass.</b>						
Lane-Miles Standish Co., 19th & Raleigh Sts	✓	✓	✓				The Crawford Press, 25 Tower St.....						b-c-d
<b>Providence, R. I.</b>							<b>Springfield, Mass.</b>						
Ackerman-Standard Co., 56 Pine St.....	✓	✓	✓			b	Brooks Bank Note Co., 140 Wilbraham Ave					✓	c
Foxon Co., 227 W. Park St.....	✓	✓					<b>Syracuse, N. Y.</b>						
Livermore & Knight Co., 42 Pine St.....	✓	✓	✓		✓		Mason Printing Corp., 217 Walton St.....	✓	✓	✓			
Loose Leaf Mfg. Co., 257 W. Exchange St.	✓	✓	✓				Onondaga Printing Co., 251 W. Fayette St.	✓					c-d
Salisbury Mfg. Co., P. O. Box 1523.....	✓					b	<b>Tampa, Fla.</b>						
<b>Pueblo, Col.</b>							Florida Growers Publishing Co., 1306 Grand		✓	✓	✓		
Rocky Mt. Bank Note Co.....	✓			✓	✓	b	Central Ave.....	✓	✓	✓			
<b>Reading, Pa.</b>							Hillsboro Printing Co., 1109 Tampa St.....		✓				
Miller Printing Co. Inc., 39 N. 7th St.....	✓	✓	✓		✓		<b>Toledo, Ohio</b>						
<b>Red Oak, Iowa</b>							Caslon Co., 3101 Monroe St.....	✓	✓	✓			
Thos. D. Murphy Co.....	✓					c	Roberts Printing Co., 326 Erie St.....	✓	✓	✓			
<b>Richmond, Va.</b>							W. S. Miller Co., 14 N. St. Clair St.....	✓				✓	
Williams Printing Co., 11 N. 14th St.....	✓					b-c	<b>Toronto, Canada</b>						
<b>Rochester, N. Y.</b>							Might Directories, Ltd., 74 Church St.....	✓					b
Du Bois Press, 151 Broadway.....	✓	✓	✓	✓			<b>Trenton, N. J.</b>						
Foss-Soule Press, Inc., 1349 University Ave	✓	✓	✓				The Beers Press, Inc., 238 E. Hanover St..	✓			✓		b-c
Rochester Lithographing Co., Mt. Read	✓	✓					Norton, Farr & Cummings, 130 E. Hanover				✓		b
Bldg.....	✓				✓	c	<b>Tulsa, Okla.</b>						
John P. Smith Printing Co., 195 Platt St...	✓	✓	✓				The Mills Wolf Co., Orpheum Bldg.....	✓					
<b>Rockford, Ill.</b>							<b>Union City, Conn.</b>						
Bannen Printing Co., 110 W. 2nd St.....	✓					c-d	The Perry Press.....						b-c-d
<b>St. Louis, Mo.</b>							<b>Washington, D. C.</b>						
A. C. Clayton Printing Co., 217 Locust St..	✓	✓	✓				Leet Bros. Co., 723-14th St., N. W.....					✓	c-d
Colorprint Label Co.....	✓				✓		<b>Waterloo, Iowa</b>						
Compton & Sons, L. & P. Co., 212 Locust St.	✓	✓	✓				Stewart-Simmons Co., .....	✓	✓	✓			c
A. & E. Goodwin Printing Co., 1709 Morgan	✓	✓	✓				Waterloo Engraving & Service Co. ....		✓				
St.....	✓	✓	✓		✓		<b>Wichita, Kans.</b>						
McMullen Printing Co., 4000 Laclede Ave..	✓	✓	✓				McCormick-Armstrong Press, 1501 E.	✓	✓	✓			
Ross Gould Co., 309 N. 10th St.....	✓	✓					Douglas Ave.....	✓	✓	✓			
Frank A. Roth Printing Co., 312 S. 8th St..	✓	✓			✓		<b>Williamsport, Pa.</b>						
Willett Lithographing Co., 21 S. 9th St....	✓	✓			✓		Williamsport Printing & Binding Co.....	✓	✓	✓			
<b>St. Paul, Minn.</b>							<b>Winnipeg, Canada</b>						
H. C. Boyeson.....	✓						Bulman Bros., Ltd.....	✓			✓	✓	b
Brown-Blodgetts.....	✓	✓	✓	✓			<b>Worcester, Mass.</b>						
Randall Co., 350 Wacouto St.....	✓	✓	✓				Commonwealth Press, 44 Portland St.....	✓	✓	✓			
<b>San Francisco, Calif.</b>							Davis Press, Inc., 44 Portland St.....	✓	✓				
Blums Adv. Agency, S. Jones St. at Market	✓	✓					Stobbs Press, 25 Foster St.....	✓					b-c-d
Bray & Beran, 442 Sansome St.....	✓	✓	✓				Swan Printers, 311 Main St.....	✓			✓	✓	b
H. S. Crocker Co. Inc., 565 Market St.....	✓	✓	✓		✓		<b>York, Pa.</b>						
Charles H. Falk, 500 Howard St.....	✓	✓	✓				Trimmer Printing Co., 324 W. Market St..						b-d
Knight-Counihan Co., 32 Clay St.....	✓	✓	✓		✓	f	<b>Zion, Ill.</b>						
Miles & Scott, Inc., 582 California St.....	✓	✓					Zion Office Supply.....	✓	✓	✓			
Patterson & Sullivan, 235 Pine St.....	✓	✓											
Sunset Press, 1045 Sansome St.....	✓	✓	✓		✓	b-c							
<b>Schenectady, N. Y.</b>													
Benche Printing Co.....	✓					d							
The Maqua Co.....	✓				✓	b-e							

—On metal.

b—Job.

c—Photone.

e—Colorwork.

f—Water color printing.

d—Commercial work only.



## MULTIGRAPHERS AND MACHINE TYPEWRITING HOUSES

(These firms were recommended by their  
Customers in response to a SALES  
MANAGEMENT questionnaire)

AKRON, OHIO  
The Ohio Advertising Co., 90 Ash St.

ATLANTA, GA.  
Footo & Davies Co., Cor. Edgewood & Reyou

AURORA, ILL.  
The Strathmore Co., 217 Fox St.

AZURA, CALIF.  
Bartlett Nu-Products Corp., 201 W. Foothill Blvd.

BALTIMORE, MD.  
D. Stuart Webb Advertising & Letter Service, 306 N. Gay St.

BEATRICE, NEB.  
Milburn & Scott Co.

BOSTON, MASS.  
Bay State Mailing Service, 457 Stuart St.  
Boston Mailing Co., 394 Atlantic Ave.

CHARLOTTE, N. C.  
Queen City Printing Co.

CHICAGO, ILL.  
Curt Teich & Co., Inc., 1733 Irving Park Blvd.  
Doolittle & Co., Inc., 141 S. Wells St.  
Low's Letter Service, 223 W. Madison St.  
The Stevens-Davis Co., 1234 W. Jackson Blvd.  
Trade Circular Co., Inc., 166 W. Adams St.

CLEARFIELD, PA.  
Kurtz Bros.

CLEVELAND, OHIO  
The Advertising & Addressing Co., 2307 Chester Ave.

COLUMBUS, OHIO  
Bash Letter & Printing Co., 243 N. High St.  
Meredith Letter Service, 710-712 Atlas Bldg.

DALLAS, TEXAS  
Dallas Electrotpe Co., 105 N. Market St.

DETROIT, MICH.  
Direct Advertising Service, Inc., 2842 W. Grand Blvd.  
R. L. Polk & Co., 431 Howard St.

ELMIRA, N. Y.  
F. M. Howell & Co., 79-95 Penna Ave.

EMPORIA, KANS.  
Verve Advertising Service, 619 Commercial

ERIE, PA.  
Keystone Electrotpe Co., 123 E. 17th St.

FORT WAYNE, IND.  
The Letter Shop, 535 Standard Bldg.

HUNTINGTON, IND.  
Gibbs Advertising Service

KALAMAZOO, MICH.  
Leon W. Miller, 205 Hanselman Bldg.

LINCOLN, NEB.  
Jacob North & Co., 1118 M St.

MILWAUKEE, WIS.  
Milwaukee Printing Co., Florida at Grove

MINNEAPOLIS, MINN.  
The Hicks Co., 225½ S. Fifth St.

NEW YORK, N. Y.  
D. H. Ahrend Co., Inc., 52 Duane St.  
American Letter Co., Inc., 114-116 E. 13th St.  
Central Letter Co., 265 W. 40th St.  
James Croy, Inc., 240 W. 40th St.  
De Haan Letter Co., 120 W. 42nd St.  
Globe Mail Service, Inc., 148 West 23rd St.  
Hawes & Petit, Inc., 56-58 West 22nd St.  
Hooven Letters, Inc., 352 Fourth Ave.  
Hoover Processed Letter, Inc., 35 W. 33d St.  
New Era Letter Co., Inc., 130 Pearl St.  
W. S. Ponton Co., Inc., 635 Sixth Ave.  
Quick Service Letter Co., Inc., 3 Park Pl.  
Taukin Mail Advertising Service, 319 Fifth Ave.

SAGINAW, MICH.  
Ray Dankers, 404 Eddy Bldg.

ST. LOUIS, MO.  
Ross-Gould Co., 309 N. 10th St.  
Edgar Walsh & Co., 914 Pine St.

SAN FRANCISCO, CALIF.  
Blum's Advertising Agency, 20 Jones St. at Market  
Miles Scott, Inc., 582 California St.  
Sunset Press, 1045 Sansome St.

SHREVEPORT, LA.  
Stenographic Shop, 401-2 Commercial Bank Bldg.

SYRACUSE, N. Y.  
Mason Printing Corp., 217 Walton St.

TULSA, OKLA.  
The Mills Wolfe Co., 407-409 Orpheum Bldg.

## ROTOGRAVURE PRINTERS

(These firms were recommended by their  
Customers in response to a SALES  
MANAGEMENT questionnaire)

ATLANTA, GA.  
The Ruralist Press, 713 Glenn St.  
Southern Gravure Co., Plaza Bldg.

BALTIMORE, MD.  
Alco Gravure, Inc.

BEATRICE, NEB.  
Milburn & Scott Co.

BOSTON, MASS.  
Boston Publishing Co., Boston Herald

BUFFALO, N. Y.  
Buffalo Gravure Co., Inc.  
Buffalo Times

CHICAGO, ILL.  
Alco Gravure, Inc.  
Art Gravure Corp.  
Chicago Rotoprint Co.  
Chicago Tribune  
The Cuneo Press, Inc., 22nd, Canal and Grove Sts.  
Manz Rotogravure Co., 4001 Ravenswood Ave.  
Prismatone Co., 1501 W. Congress Ave.  
The Regenstiner Corp., 310 So. Racine Ave.

CLEVELAND, OHIO  
Alco Gravure, Inc.  
Art Gravure Corp.

DELAND, FLA.  
Florida Rotogravure Corp.

DETROIT, MICH.  
Evening News Association  
Franklin Press  
Free Press Photogravure Co.  
The Stubbs Co., Fort St. at Twelfth

HOUSTON, TEX.  
Chronicle Gravure & Photo Eng. Corp.  
Houston Chronicle

JAMAICA, L. I., N. Y.  
Rotoprint Gravure Co.

KANSAS CITY, MO.  
Alco Gravure, Inc.

LONG ISLAND CITY, N. Y.  
Publishers' Gravure Press, Inc.  
Ullman Mfg. Co.  
Zeese Wilkenson Co.

LOS ANGELES, CAL.  
Alco Gravure, Inc.  
California Rotogravure Co.

LOUISVILLE, KY.  
Louisville Color Gravure Co.  
Standard Gravure Corp.

MEMPHIS, TENN.  
Hyroto Corp.

MIAMI, FLA.  
Mico Roto Corp.

MINNEAPOLIS, MINN.  
Minneapolis Tribune Co.

NEW ORLEANS, LA.  
Times Picayune Publ. Co.

NEW YORK, N. Y.  
Alco Gravure, Inc., 52 E. 19th St.  
American Lithographic Co., Inc., 19th St. and Fourth Ave.  
American Multi-Color Corp., 209 W. 38th St.  
Art Gravure Corp., 406 W. 31st St.  
Einson-Freeman Co., Inc., 511-519 E. 72d St.  
Elco Gelatone Co., 57 Ninth Ave.  
Neo Gravure Ptg. Co., Inc., 380 Second Ave.  
New York Times

PHILADELPHIA, PA.  
Commercial Gravure Co.  
Public Ledger Co.

ST. LOUIS, MO.  
Alco Gravure, Inc.  
Pulitzer Pub. Co.  
Post Dispatch  
World Color Ptg. Co.

ST. PAUL, MINN.  
Brown & Bigelow

SAN FRANCISCO, CAL.  
Pacific Gravure Co.  
Rotogravure Press

SPRINGFIELD, OHIO  
Crowell Publishing Co.

WORCESTER, MASS.  
Woodbury & Co., Inc., Chadwick Square

## CANADA

MONTREAL, QUE.  
La Presse

TORONTO, ONT.  
Dominion Gravure Co.  
Toronto Star

## LABEL MANUFACTURERS

(These firms were recommended by their  
Customers in response to a SALES  
MANAGEMENT questionnaire)

ATLANTA, GA.  
Southern Ruralist Co.

AUSTIN, TEXAS  
E. L. Steck Co.

AZURA, CAL.  
Modern Supply Co. & Bartlett Nu-Products Corp.

BALTIMORE, MD.  
H. Gamse & Bros., Gamse Bldg.  
The Lord Baltimore Press, Greenmount Ave. and Oliver St.

BATTLE CREEK, MICH.  
Gage Printing Co., Ltd.

BAYONNE, N. J.  
Jersey Printing Co., 10 W. 23rd St.

BEATRICE, NEB.  
Milburn & Scott

BLOOMFIELD, N. J.  
Nevins Church Co.

BOSTON, MASS.  
Cheltenham Press, Inc., 183 Essex St.  
The Forbes Lithograph Mfg. Co., P. O. Box 5130.

BRADFORD, PA.  
Ideal Label & Box Co., 125 Barbour St.

BRIDGEPORT, CONN.  
The Warner Bros. Co., 323 Lafayette St.

BROCKTON, MASS.

BROOKLYN, N. Y.  
Fox & Billotti, 176 Johnson St.  
U. S. Photography & Litho

CAMBRIDGE, MASS.  
Tolman University Press

CAMPFELLO, MASS.  
The Howard Print, Inc.

CHARLOTTE, N. C.  
Queen City Printing Co.

CHICAGO, ILL.  
Central Tag Co., 2715 W. Harrison St.  
The Cuneo Press, Inc., 22nd, Canal and Grove Sts.  
James T. Igoe Co., 600 W. Van Buren St.  
R. J. Kitteridge & Co., Halsted & Green Sts.  
Moreau & Rose Co., 850 W. Adams St.  
The Regenstiner Corp., Jackson Blvd. and Racine Ave.  
Theo. A. Schmidt Litho. Co., 1050 Fullerton Ave.  
The Frank G. Shuman Co., 771 W. Jackson Blvd.  
Walton & Spencer Co., 1245 S. State St.

CINCINNATI, OHIO  
The Henderson Lithographing Co., Station H  
The Strobridge Lithographing Co., 108 Central Parkway  
The U. S. Printing & Lithograph Co.

CLEVELAND, OHIO  
The Central Lithograph Co., 113 St. Clair Ave., N.E.  
The M. Kaber & Son Co., 205 St. Claire Ave.

COLUMBUS, OHIO  
The Franklin Printing Co., 33 W. Gay St.  
Schmitt Printing Co., 139 E. Rich St.

ELMIRA, N. Y.  
F. M. Howell & Co.

EVERETT, MASS.  
P. A. Warren Co.

EVANSVILLE, IND.  
Keller-Crescent Co.

FOSTORIA, OHIO  
The Gray Printing Co.

FRAMINGHAM, MASS.  
Dennison Mfg. Co.

GRAND RAPIDS, MICH.  
Michigan Lithographing Co.

HARTFORD, CONN.  
The Kellogg & Bulkeley Co.

INDIANAPOLIS, IND.  
Oval & Koster, 700 Washington St.

KALAMAZOO, MICH.  
Crescent Engraving Co.  
Kalamazoo Label Co.  
Lambooy Label & Wrapper Co.  
Merchants Publishing Co.

KANSAS CITY, MO.  
Grimes-Joyce Printing Co., 918 Grand Ave.  
Phoenix Box & Label Co.  
Union Bank Note Co., Bank Note Bldg.

LINCOLN, NEB.  
Jacob North & Co.

(Continued on page 326)

# TWO THINGS THAT MAKE LETTERS PULL...

What is it that makes your letters pull? First, we would say, it is the copy. But that is not all. To bring in every possible order, your letters should be dressed in the most attention-compelling and readable form possible. If you agree, we sincerely urge that you inspect our NELCO-Typed letter.

It is the two or three additional sales per thousand letters that distinguish one letter plant from another. NELCO typewritten letters mean additional orders, for they more nearly approach the individually typed letter.

—yet they cost only 1/3 as much as automatic typewritten letters. The identical ribbon used in typing the body of the letter is employed for the fill-in. Thus, you receive typewritten-letter results at form letter costs.

If you want your mailing house to give you prompt and satisfactory service; to handle the entire job—or any part of it—from the time the copy leaves your desk until the letters are in the Post Office, without worry or bother to you, we invite a trial.

The proof of the letter-plant pudding is perhaps found in its clients. We invite a trial from you with the greatest confidence, for the following are among the clients who have been with us for more than a year:

## SALES MANAGEMENT

Henry L. Doherty & Co.

John Wanamaker

Detwiler & Co., Inc.

Thos. Cook & Son

Seaboard National Bank

Here, too, is a letter plant which welcomes small orders. One hundred or one million letters—it makes no difference—each order will receive the same careful attention.

*Write or 'phone for our portfolio of sample letters; typical NELCO letters that have been on the firing line and have made good for our clients.*

## New Era Letter Company

(Incorporated)



130 Pearl Street, New York

Telephone: Beekman 4800

### A CUSTOMER WRITES:

"I just want to drop you this line to congratulate you on the very fine spirit I observed on the part of your employees when I called at your plant at 11 o'clock last Saturday night to see the progress you were making on the special mailing you started for us after 1 o'clock.

"Because of the importance of the letter, it was my intention to personally see that the mailing reached the post office in good order, but after talking with those handling the work for a few minutes I left with every confidence. This is borne out by the fact that today (Monday afternoon) the returns are already coming in. It is a great thing in business to be able to accomplish such interest on the part of employees as was evident among your staff on this occasion. "Very truly yours"

—from a large investment banking house; name on request.

## LABEL MANUFACTURERS (Continued)

LONG ISLAND CITY, N. Y.  
Brett Lithographing Co., Skillman Ave. and Pierson Place  
Offset Gravure Corp., 110 Seventh Ave.

LOS ANGELES, CAL.  
Neuner Corp., 817 So. Los Angeles St.  
Western Lithograph Co., 600 E. Second Ave.

MADISON, WIS.  
Cantwell Printing Co.

MILWAUKEE, WIS.  
Milwaukee Printing Co.  
Milwaukee Label & Seal Co.

MUSKEGON, MICH.  
Dana Printing Co.

NEWARK, N. J.  
Alex G. Highton, Inc., 227 High St.

NEW BRITAIN, CONN.  
Adkins Printing Co.

NEW YORK, N. Y.  
American Colortype Co., 207 W. 25th St.  
American Lithograph Co., Inc., 19th St. and Fourth Ave.  
Atlantic Lithographic & Printing Co., 6 W. 39th St.  
Commanday-Roth Co., Inc., 175 Varick St.  
Elliot Ticket Co., 12 Vestry St.  
J. M. Laverty & Son, 226 W. 14th St.  
Lutz & Sheinkman, Inc., 2 Duane St.  
The Munro & Harford Co., 460 W. 34th St.  
Nation Press Printing Co., 57 New Chambers St.  
Palmer & Oliver, Inc., 430 W. 37th St.  
W. F. Powers Co., 9 East 38th St.  
Robinson Tag & Label Co., 424 W. 33rd St.

NORWOOD, OHIO  
The U. S. Printing & Lithograph Co.

OMAHA, NEBR.  
Eggers-O'Flynn Co.  
Epstein Lithographing Co.

PAWTUCKET, R. I.  
John Whittle Co.

PHILADELPHIA, PA.  
Fenton Label Co., 506-512 Race St.  
Henry S. Jacobs Co., 117 N. 7th St.

PITTSBURGH, PA.  
Fuller Label & Box Co., 444 Dargan St.  
National Stationery Co., 306 Fourth Ave.

PROVIDENCE, R. I.  
The Foxon Co.  
Salisbury Mfg.

PUEBLO, COLO.  
The Rocky Mountain Bank Note Co.

READING, PA.  
Miller Printing Co., Inc.

ROCHESTER, N. Y.  
Karle Lithographic Co.  
Rochester Lithographing Co., Mt. Read Blvd.  
Stecher Litho. Co.

ST. LOUIS, MO.  
Colorprint Label Co.  
St. Louis Label Works, 2419 Glasgow Ave.

SAN FRANCISCO, CAL.  
H. S. Crocker Co., Inc., 565 Market St.  
Patterson & Sullivan, 235 Pine St.

SOUTH BEND, IND.  
L. P. Hardy Co.

SPRINGFIELD, MASS.  
Brooks Bank Note Co.

SPRINGFIELD, OHIO  
Thomas Stationery Mfg. Co.

TAMPA, FLA.  
Florida Growers Publishing Co.

TOLEDO, OHIO  
W. S. Miller Co.

WEST CHESTER, PA.  
Keystone Tag Co., Inc.

WICHITA, KANS.  
Homer Lane Print & Box Co.

WINNIPEG, CANADA  
Bulman Bros., Ltd.

WORCESTER, MASS.  
Stobbs Press

YOUNGSTOWN, OHIO  
Youngstown Arc Engraving Co.

## COMMERCIAL PHOTOGRAPERS

(These Firms Were Recommended by Their Customers in Response to a Sales Management Questionnaire).

AKRON, OHIO  
The Akron Engraving Co., 330 S. High St.

ATLANTA, GA.  
Reeves Studio, 93½ Whitehall St., S.W.

BALTIMORE, MD.  
Baltimore-Maryland Engraving Co., 414 Water St.

BATTLE CREEK, MICH.  
Gage Printing Co., N. McCamly at the Bridge

BEATRICE, NEB.  
C. W. Gale

BOSTON, MASS.  
Shaw Photo Service, 147 Summer St.

BUFFALO, N. Y.  
The Whitney Graham Co., Inc., 588 Monroe St.

CAMBRIDGE, MASS.  
The Barta Press, 209 Massachusetts Ave.

CAMDEN, N. J.  
M. W. Reeves, 1651 Haddon Ave.

CANTON, OHIO  
The Canton Engraving & Electrotype Co.  
Northern Engraving Co.

CHARLOTTE, N. C.  
Queen City Printing Co.

CHICAGO, ILL.  
Curt Telch & Co., Inc., 1733 Irving Park Blvd.  
Jahn & Ollier Engraving Co., 1718 W. Washington Blvd.  
J. J. Johnson  
Kaufman & Fahay, 425 S. Wabash Ave.  
Osgood Co., 418 S. Market St.  
Pontiac Engraving Electrotype Co., 812 W. Van Buren St.  
Stadler Photographing Co., Inc., 1322 S. Wabash Ave.  
Underwood & Underwood, 125 W. Wabash Ave.

CLEVELAND, OHIO  
Eclipse Electrotype & Engraving Co., 1457 Superior Ave.  
Heiser Co.  
Photographers Assn., 2258 Euclid Ave.  
White Studios, 1104 Prospect St.

COLUMBUS, OHIO  
The Warner P. Simpson Co., 108 W. Spring St.

DAYTON, OHIO  
Mathew's Photographic Laboratories, Dye Bldg.

DES MOINES, IOWA  
Photocraft Service, 220 Security Bldg.

DETROIT, MICH.  
Wilding Picture Productions, Inc., 1358 Mullett St.  
A. R. Wilson, Sarwin Commercial Studio, 315 Kraft Bldg.

FOSTORIA, OHIO  
The Gray Printing Co.

GRAND RAPIDS, MICH.  
The Dean-Hicks Co., 217 Grandville Ave.

INDIANAPOLIS, IND.  
Indianapolis Photo Co.  
Stafford Engraving Co., 848 N. Meridian St.

KALAMAZOO, MICH.  
Crescent Engraving Co.

KANSAS CITY, MO.  
Commercial Photo Co.

LANCASTER, PA.  
John A. Fritz, 148 E. King St.

LANSING, MICH.  
R. C. Leavenworth, 1315 W. Michigan Ave.

LINCOLN, NEB.  
McDonald Studio, 218 North 11th St.

LOUISVILLE, KY.  
Canfield & Shook

MINNEAPOLIS, MINN.  
Bureau of Engraving, Inc., 500 S. 4th St.

MUNCIE, MD.  
Delaware Engraving Co., Howard at High St.

NASHVILLE, TENN.  
Brandan-Craig-Dickerson Co., Inc., 304 Tenth Ave., S.

NEW YORK, N. Y.  
American Photo Service, Inc., 125 W. 45th St.  
The Ausla Co., 139 W. 125th St.  
Charles Curtis, 154 Nassau St.  
Gillette Photographic Printing Co., 235 E. 42nd St.  
International Commercial Photo Co., Inc., 570 Seventh Ave.  
Alfred Cheney Johnston, 1 W. 67th St.  
Lazarnick Studio, 1440 Broadway  
Underwood & Underwood, 242 W. 55th St.  
Winemuller & Muller

PHILADELPHIA, PA.  
William Shewell Ellis Studios, 1425 Chestnut St.

PITTSBURGH, PA.  
Atwater & Bros., 9 Wood St.  
Russell P. Hay, 2319 Forbes St.  
Robert Rawsthorne Co., Heeven Bldg., 8th and Pennsylvania

PITTSFORD, N. Y.  
Rochester Photo Art Display

PORTLAND, OREGON  
Angelus Commercial Studio, Inc.

RIVERSIDE, CAL.  
Avery Edwin Field, 490 Lime St.

SHREVEPORT, LA.  
Grabill Studio, Hutchinson Bldg.

ST. PAUL, MINN.  
Buckbee Mears Co., Lindeke Bldg.  
Midway Electric Engraving Co., 1931 University Ave.

ST. LOUIS, MO.  
Central Engraving Co., 114 N. Seventh St.  
Gray Adams Engraving Co., 1324 Washington Ave.  
P. R. Papin Photo Co., 1901 Lucas Ave.  
A. W. Sanders, 1431 Locust

SAN FRANCISCO, CAL.  
Morton Studio, 530 Market St.  
Ralph Young Studios, 443 Sutter St.

SHREVEPORT, LA.  
Milburne's Studio Service, 1403 Fairfield Ave.

TAMPA, FLA.  
Burgert Brothers, Inc., 608 Madison St.

TOLEDO, OHIO  
L. W. Platt

TULSA, OKLA.  
Miller Studio, 217½ South Main

WASHINGTON, D. C.  
Leet Brothers Co., 723 14th St.

WATERLOO, IOWA  
Waterloo Engraving Service Co.

WILLIAMSPORT, PA.  
Williamsport Printing & Binding Co.

YOUNGSTOWN, OHIO  
Youngstown Arc Engraving Co.

## PHOTOGRAPERS WHO MAKE PORTRAITS OF BUSINESS MEN

Bachrach, Inc.,  
507 Fifth Ave., N. Y.

Chas. F. Bretzman,  
Fletcher Savings & Trust Bldg.,  
Indianapolis, Ind.

Leet Bros. Co.,  
723 14th St., N.W., Washington, D. C.

Pirie McDonald,  
576 Fifth Ave., N. Y.

Schaefer-Ross Co.,  
Rochester, N. Y.

Underwood & Underwood,  
417 Fifth Ave., New York, N. Y.

Underwood & Underwood,  
Washington, D. C.



"You see  
it's *this way*"



AN ACTUAL PHOTOGRAPH MADE BY A  
MEMBER OF THE PHOTOGRAPHERS-  
ASSOCIATION OF AMERICA - - -

and you *do* see  
when photographs talk

**W**HEN you use photographs to picture a particular point you literally take a man by the arm, lead him to an object, and say; "You see, it's this way."

Photographs avoid errors and explanations. They get right down to details and tell a *complete* story. Photographs make your message as clear as crystal. It doesn't matter whether the beholder has mastered

seventeen languages or is still struggling with primer precepts. Everyone understands photographs.

And everyone *believes* them, too! You may doubt an artist's creation, but instinctively you have *faith* in photography. Let photographs do your "talking". They are business builders! Photographs tell the story!

**PHOTOGRAPHS**  
*Tell the Truth*



Your copy of *How to Use Photographs in Your Business* is ready. Your local commercial photographer will gladly hand it to you; or write Photographers Association of America, 2258 Euclid Ave., Cleveland, O.

## ELECTROTYPERS AND PHOTO-ENGRAVERS

*These Firms Were Recommended by Their Customers in Response to SALES MANAGEMENT Questionnaires*

## E=ELECTROTYPYER

## P=PHOTO-ENGRAVER

<p><b>AKRON, OHIO</b>  The Akron Engraving Co.....P  330-32 S. High St.  The Ohio Advertising Co.....E  90 Ash St.  The Superior Printing &amp; Litho. Co.....E  110 N. Union St.</p> <p><b>ATLANTA, GA.</b>  The Ruralist Press .....E  713 Glenn St.</p> <p><b>BALTIMORE, MD.</b>  The Baltimore-Maryland Engraving Co....P  414 Water St.</p> <p><b>BATTLE CREEK, MICH.</b>  Gage Printing Co., Ltd.....P &amp; E</p> <p><b>BOSTON, MASS.</b>  Harvard Engraving Co. ....P  The Southgate Press .....P  470 Atlantic Ave.  Wright Engraving Co. ....P</p> <p><b>BROOKLYN, N. Y.</b>  Fox &amp; Billotti .....P  176 Johnson St.  Kingsboro Electric Corp. ....E  300 Adams St.</p> <p><b>BUFFALO, N. Y.</b>  Buffalo Electrotyping &amp; Engraving Co.....P  J. W. Clement Co.....P  Seneca, Lord and Seymour Sts.</p> <p><b>CAMBRIDGE, MASS.</b>  The Barta Press .....E  209 Massachusetts Ave.</p> <p><b>CAMPBELL, MASS.</b>  The Howard Print, Inc.....E</p> <p><b>CANTON, OHIO</b>  Canton Engraving &amp; Electrotyping Co.....P  Northern Engraving Co. ....P &amp; E  413 Schroger Ave., S.W.</p> <p><b>CHARLOTTE, N. C.</b>  Queen City Printing Co. ....E</p> <p><b>CHATTANOOGA, TENN.</b>  Dow-Griscom Co., Inc. ....P &amp; E  1000 Georgia Ave.</p> <p><b>CHICAGO, ILL.</b>  Arkin Advertising Service.....E  422 S. Wabash Ave.  Central Typesetting Co. ....P  The Cuneo Press, Inc. ....E  22nd Canal-Grove Sts.  Curt Teich &amp; Co., Inc.....P &amp; E  1733-55 Irving Park Blvd.  Independent Add Plate Co. ....E  3101 N. Crawford  Jahn &amp; Ollier Engraving Co. ....P  817 W. Washington Blvd.  Manz Corporation .....P  4001-4053 Ravenswood Ave.  National Engraving Co. ....P  525 S. Dearborn St.  Osgood Company .....P &amp; E  418 S. Market St.  Paramount Engraving Co. ....P  413 N. State St.  Pontiac Engraving &amp; Electrotyping Co...P &amp; E  812 W. Van Buren St.  Premier Engraving Co. ....P  Regensteiner Corporation .....P  Jackson Blvd. and Racine Ave.  Rogers Engraving Co. ....P  Simpson Bevens &amp; Co. ....E  322 W. Washington St.  Triangle Engraving Co. ....P  141-43 W. Austin Ave.</p> <p><b>CINCINNATI, OHIO</b>  The Art Reproduction Co. ....P  120 E. Eighth St.  The Arts Crafts Engraving Co. ....P  Employing Printers Electrotyping Co. ....E  120 E. Eighth St.  Rapid Electrotyping Co. ....E</p> <p><b>CLEVELAND, OHIO</b>  Art Electrotyping Co. ....E  1104 Prospect St.  Art Engraving &amp; Colortype Co. ....P  1104 Prospect St.  Eclipse Electrotyping &amp; Engraving Co...P &amp; E  1457 Superior Ave.  Mugler Engraving &amp; Colortype Co.....P  1150 W. Third St.  Ohio Printing Co. ....P  1426 W. Third St.  The Universal Engraving &amp; Colortype Co...P  1919 E. 19th St.</p>	<p><b>DALLAS, TEXAS</b>  Dallas Electrotyping Co. ....E  105 Market St.  Zeese Engraving Co. ....P</p> <p><b>DAYTON, OHIO</b>  Hermes &amp; Knuge Co. ....P  Gilbert Baker Midlam Co.....E  40 W. Jefferson St.  The Otterbein Press .....E  230-250 W. Fifth St.  Shaw &amp; Marchant .....P  24 No. Jefferson St.</p> <p><b>DECATUR, ILL.</b>  Kane Engraving Co. ....P</p> <p><b>DENVER, COLO.</b>  The Cocks-Clark Engraving Co. ....P  Barclay Block</p> <p><b>DES MOINES, IOWA</b>  Capital City Printing Plate Co.....E  308 Eleventh St.  Commercial Engraving Co.....P  512 Seventh St.  Register &amp; Tribune Engraving Dept.....P</p> <p><b>DETROIT, MICH.</b>  American Electrotyping Co. ....E  Evans-Winter-Hebb, Inc. ....P  818 Hancock Ave., W.  Michigan Electrotyping &amp; Stereotype Co....E  The Stubbs Co. ....P  Fort St. at Twelfth  Wayne Colorplate Co. ....P</p> <p><b>ERIE, PA.</b>  Keystone Electrotyping Co. ....E  123 E. 17th St.</p> <p><b>EVANSVILLE, IND.</b>  Keller-Crescent Co. ....P  212-220 Locust St.</p> <p><b>FORT WAYNE, IND.</b>  Bond Engraving Co. ....P  925 Market St.  Fort Wayne Printing Co. ....E  Cor. Clinton and Holmon St.</p> <p><b>GRAND RAPIDS, MICH.</b>  West Dempster Co. ....P</p> <p><b>HAMMOND, IND.</b>  W. B. Conkey Co. ....E</p> <p><b>HARRISBURG, PA.</b>  The Telegraph Press .....P</p> <p><b>INDIANAPOLIS, IND.</b>  Indianapolis Engraving Co. ....P  Rhoades, Hice &amp; Etter, Inc. ....P  705-15 Century Blvd.  Stafford Engraving Co. ....P &amp; E  848 N. Meridian St.</p> <p><b>KANSAS CITY, MO.</b>  Burger-Baird Engraving Co. ....P  Holland Engraving Co. ....P</p> <p><b>KALAMAZOO, MICH.</b>  Crescent Engraving Co. ....E</p> <p><b>LOS ANGELES, CAL.</b>  House of Ralston, Inc. ....P  1220 Maple Ave.</p> <p><b>LOUISVILLE, KY.</b>  Bush Krebs Co. ....P &amp; E  408 W. Main St.</p> <p><b>MILWAUKEE, WIS.</b>  Milwaukee Printing Co. ....P  Florida, Grove, Virginia Sts.</p> <p><b>MINNEAPOLIS, MINN.</b>  Bureau of Engraving, Inc. ....P  500 S. 4th St.  Minn. Colorplate Co.....P</p> <p><b>MUNCIE, IND.</b>  Delaware Engraving Co. ....P &amp; E  Howard at High St.</p> <p><b>NEW YORK, N. Y.</b>  Aetna Photo-Engr. Co. ....P  511 W. 42nd St.  American Colortype Co.....P  207 W. 25th St.  The Ausla Co. ....E  139 W. 125th St.  Bingham Photo Engraving Co. ....P  230 W. 39th St.  Chatham Photo-Engraving Co. ....P  121 E. 24th St.  The Cresset Co. ....E  110 Greenwich St.  Hornby Elec. Co. ....E  438 W. 37th St.</p>	<p>Johnston Elec. Co. ....E  30 W. 13th St.  The H. C. Jones Engraving Co. ....P  348 W. 38th St.  Moss Engraving Co. ....P  438 W. 37th St.  Palmer &amp; Oliver, Inc. ....P  438 W. 37th St.  Pioneer Engraving Co. ....P  Powers Fourth Eng. Co. ....P  216 E. 45th St.  Reliance Reprod. Co. ....P  240 W. 40th St.  Rex Photo Eng. Co. ....P  147 W. 22nd St.  The Schilling Press, Inc. ....P  137 E. 25th St.  Scientific Engraving Co. ....P  406 W. 31st St.  The Sterling Eng. Co. ....P  200 William St.  Walker Engraving Corp. ....P  141 E. 25th St.</p> <p><b>OMAHA, NEB.</b>  Chas. R. Docherty Co. ....P  507 S. 12th St.</p> <p><b>PHILADELPHIA, PA.</b>  The Acme Press .....P  Broad, Wallace and 15th Sts.  Phototype Engraving Co. ....P  147 N. 10th St.</p> <p><b>PITTSBURGH, PA.</b>  Pittsburgh Photo Engraving .....P  Robert Rawsthorne Co. ....P  Heeven Bldg., Eighth and Penn.</p> <p><b>PORTLAND, OREGON</b>  Hicks Chatten .....P  Portland Elec. &amp; Stereo. Co. ....E  West Coast Engraving Co. ....P  509 Commonwealth Bldg.</p> <p><b>ST. LOUIS, MO.</b>  Central Engraving Co. ....P  114 N. Seventh St.  Gray-Adams Engraving Co. ....P  1324 Washington Ave.  Progressive Electrotyping Co. ....E  125 S. 11th St.</p> <p><b>ST. PAUL, MINN.</b>  John Beissel Co. ....E  Sibley and Ninth St.  Buckbee Mears Co. ....P  Lindeke Bldg., Rosabel and 4th St.  Midway Electric Engraving Co. ....P  1931 University Ave.</p> <p><b>PROVIDENCE, R. I.</b>  Craban Engraving Co. ....P  240 Alorn St.</p> <p><b>READING, PA.</b>  Penn. Engraving Co. ....P  636-38 Cherry St.</p> <p><b>ROCHESTER, N. Y.</b>  Hurst Engraving Co. ....P</p> <p><b>SAN FRANCISCO, CAL.</b>  American Engraving &amp; Colorplate Co.....P  248 First St.  Filmer Bros. Electrotyping Co.....E  330 Jackson St.  Sunset Press .....P  1045 Sansome St.</p> <p><b>SCHENECTADY, N. Y.</b>  The Maqua Co.</p> <p><b>SOUTH BEND, IND.</b>  Indiana Engraving Co. ....P  La Salle Engraving Co. ....P  News-Times Bldg.</p> <p><b>SYRACUSE, N. Y.</b>  Central City Electrotyping Co. ....E  Disque Photo Engraving Co. ....P</p> <p><b>TOLEDO, OHIO</b>  Medbury Ward Co. ....P</p> <p><b>WASHINGTON, D. C.</b>  Leet Bros. Co. ....P  723 14th St.  Potomac Electrotyping Co., Inc. ....E  1508 Eckington Place, N.E.</p> <p><b>WATERLOO, IOWA</b>  Waterloo Engraving &amp; Service Co. ....P &amp; E</p> <p><b>WICHITA, KANSAS</b>  Capper Engraving Co. ....P  525 Butts Bldg.  McCormick-Armstrong Press .....P  1501-1511 E. Douglas Ave.</p> <p><b>YOUNGSTOWN, OHIO</b>  The Youngstown Arc. Engr. Co.....E</p>
--	---	--





# *Powers Engraving Companies*

*Four complete plants conveniently  
located, operating day and night  
for your convenience.*

**POWERS REPRODUCTION CORP.**  
205 West 39<sup>th</sup> St., N.Y. ~ Tel: PENnsylvania 0600

**POWERS FOURTH ENGRAVING CO.**  
216 East 45<sup>th</sup> St., N.Y. ~ Tel: MURray Hill 5901

**POWERS PHOTO-ENGRAVING CO.**  
154 Nassau St., N.Y. ~ Tel: BEEkman 4200

**THE FINE ARTS ENGRAVING CO.**  
(A POWERS ORGANIZATION)  
216 East 45<sup>th</sup> St., N.Y. ~ Tel: VANderbilt 6964

*Illustrate and Sell*



## ENVELOPES—THEIR IMPORTANCE IN DIRECT MAIL ADVERTISING

The envelope corresponds to the salesman's clothes. It creates an impression—favorable or otherwise. And despite somewhat general belief to the contrary, envelopes impress more than mail opening clerks and office boys in large offices. SALES MANAGEMENT questionnaires a large group of important business and professional men, asking them whether they received their mail opened or unopened. 700 returns were received, as follows:

	Mail delivered unopened (per cent)	Unopened if marked "personal" (per cent)	Mail delivered opened (per cent)
Sales Managers .....	67.0	8.4	24.2
Professional Men .....	75.4	7.5	16.9
Executives of Com- mercial Houses .....	66.6	7.4	25.8
Purchasing Agents .....	63.6	18.7	18.7
Retailers .....	88.8	3.3	9.0

The one mistake made in the questionnaire was that it did not ask "what percentage of your mail do you open?" Any man who receives very much mail is much more likely to open envelopes that arrive on his desk crisp and flat, which have the air of quality and importance about them, than those looking crushed, wilted and altogether cheap. Quality direct-mail material deserves quality clothes.

The envelopes that carry valuable catalogs, sales literature and correspondence must stand terrific punishment.

Into the mail sack they go. Jammed, crammed, squeezed and twisted. Picked up and heaved into the mail truck. Wham! An avalanche of more sacks lights upon them. Jolted and twisted as the truck speeds over rough streets. Grabbed up at the terminal, dumped out, sorted, thrown into mail sacks and another wild ride to the mail train. Unloaded in sacks and crammed upon a depot truck, thrown into the car to be stacked in piles. Maybe another sorting en route. Scooped

out in fistfuls to be "shot" into terminal mail sacks by the strong wrist of the mail clerk. Heaved out the door upon station trucks at destination, another rough ride in a bulging mail truck to the distributing station. Finally gathered up and tied in distorted bundles with other mail to be crammed into the carrier's sack for delivery.

There's no time for "kid glove" methods in the mail service. Your mail may receive loving care in your own mail room, but when it goes out into the cold, hard world, it's going up against a pretty tough experience. Your letter—your catalog—your valuable sales literature! What a sorry sight they will be—what a wreck the container itself, unless, back at the beginning, the envelope manufacturer, anticipating the vicissitudes in the life of the envelope, furnished you with a good envelope rather than just an envelope. The same word designates them both—but the same "performance" does not characterize them. Good envelopes don't just happen, they are intentional. Back of good intentions must come intelligent organization, painstaking workmanship, adequate materials plus the will to serve.

Have you ever tried mailing a letter or your advertising literature to yourself? Yesterday, when your mail was dropped in the mail chute, it was snugly clothed in spic and span envelopes. It looked fine at the start—but after a trip through Uncle Sam's post office department, did those envelopes impress your reader as they impressed you? That's a question that should be answered to your satisfaction before another mailing goes out.

Using good envelopes is not a thing to do because you have to, or because someone has told you that it pays. It is something to do with two definite purposes. First, you want to convey the impression that the things you have to say are worth hearing. Second, you owe it to the folks who listen to your sales message to send those messages in envelopes which will carry safely through the mails.

## Selected List of Envelope Manufacturers

American Envelope Co., West Carrolton, Ohio  
American Envelope Co., 3100 W. Grand Ave., Chicago, Ill.  
American Envelope Mfg. Co., 21 Howard St., New York, N. Y.  
Atlanta Envelope Co., 505 Stewart Ave., Atlanta, Ga.  
Berkowitz Envelope Co., 19th and Campbell, Kansas City, Mo.  
Berkowitz Envelope Co., of Iowa, 1013 Walnut St., Des Moines, Iowa  
Berkowitz Envelope Co., of Minn., 500 S. Fifth St., Minneapolis, Minn.  
Berkowitz Envelope Co., of St. Louis, 23rd and Locust Sts., St. Louis, Mo.  
Berlin and Jones Co., 547 W. 27th St., New York, N. Y.  
Boston Envelope Co., 315 Center St., Jamaica Plains, Boston, Mass.  
Brown Paper Goods Co., 900 W. Lake Street, Chicago, Ill.  
Bulman Bros., Ltd., Winnipeg, Canada  
Bureau of Envelope Manufacturers, 19 W. 44th St., New York, N. Y.  
Burkley Envelope & Printing Co., 417 S. 12th St., Omaha, Neb.  
Centralia Envelope Co., Centralia, Ill.  
Coast Envelope Co., 610 E. 2nd Ave., Los Angeles, Calif.  
Columbia Envelope Co., 349 West Austin Ave., Chicago, Ill.  
Commercial Envelope Co., 3024 Lemp Avenue, St. Louis, Mo.  
Consumers Paper & Supply Co., 411 S. Jefferson St., Chicago, Ill.  
Continental Paper Bag Corp., 100 East 42nd St., New York, N. Y.  
Samuel Cupples Envelope Co., 628 S. 6th St., St. Louis, Mo.  
Samuel Cupples Envelope Co., 7 Laight St., New York, N. Y.  
Dill & Collins Co., Richmond & Tiogo Sts., Philadelphia, Pa.  
Duplex Envelope Corp., 3026 Franklin Blvd., Chicago, Ill.  
The Envelope Corp., 352 Sixth St., San Francisco, Calif.  
The Envelope Mfg. Co., 214 Chestnut St., St. Louis, Mo.

Gaw-O'Hara Envelope Co., 500 N. Sacramento Blvd., Chicago, Ill.  
Hammermill Paper Co., Erie, Pa.  
Heco Envelope Co., 4500 Cortland St., Chicago, Ill.  
Wm. C. Jones Envelope Co., 708 Broadway, New York, N. Y.  
Keystone Tag Co., Inc., West Chester, Pa.  
Massachusetts Envelope Co., 110 High St., Boston, Mass.  
Midwest Envelope Co., 817 Broadway, Kansas City, Mo.  
Milwaukee Envelope Co., 337 Seventh St., Milwaukee, Wis.  
The Monarch Co., 500 S. 7th St., Minneapolis, Minn.  
Monarch Printing & Supply Co., 179 So. Main St., Marion, O.  
Niagara Envelope Mfg., 567 Wellington Ave., Buffalo, N. Y.  
Oles Envelope Corp., Montebello Ave., Baltimore, Md.  
Outlook Envelope Co., 564 W. Monroe St., Chicago, Ill.  
Pittsburgh Envelope Co., W. Otterman St., Greensburgh, Pa.  
Raynor and Perkins Envelope Co., 220 William St., New York, N. Y.  
Rochester Envelope Co., 22 Elizabeth St., Rochester, N. Y.  
Smith Envelopes, Inc., 2460 E. Grand Blvd., Detroit, Mich.  
Standard Envelope Mfg. Co., 1600 E. 30th St., Cleveland, Ohio  
Standard Envelope Mfg. Co., 2nd and Liberty, Pittsburgh, Pa.  
Standard Paper Products Co., Irvington, N. Y.  
St. Louis Envelope Co., 113 S. 8th St., St. Louis, Mo.  
Transo Envelope Co., 3512 Kimball Ave., Chicago, Ill.  
United States Envelope Co., Springfield, Mass.  
Western Envelope Mfg. Co., Kansas City, Mo.  
Western States Envelope Co., Ferry at S. Water, Milwaukee, Wis.  
Wolf Envelope Co., 1749 East 22nd St., Cleveland, Ohio  
Whiting-Patterson Co., 320 N. 13th St., Philadelphia, Pa.

## TAG MANUFACTURERS

(These firms were recommended by their customers in response to a SALES MANAGEMENT questionnaire)

ATLANTA, GA.  
Southern Ruralist Co., 713 Glenn St., S.W.  
AUSTIN, TEXAS  
E. L. Steck Co., 9th and Lavaca Sts.  
BATTLE CREEK, MICH.  
Gage Printing Co., Ltd., N. McCamly at the Bridge  
BAYONNE, N. J.  
Jersey Printing Co., 10 West 23rd St.  
BROOKLYN, N. Y.  
Fox & Billotti, 176 Johnson St.  
CALEDONIA, N. Y.  
Allen Bailey Tag Co.  
CAMPELLO, MASS.  
The Howard Print, Inc.  
CHARLOTTE, N. C.  
Queen City Printing Co.  
CHICAGO, ILL.  
American Tag Co.  
Central Tag Co., 2715 W. Harrison St.  
International Tag Co., 319 N. Whipple St.  
CLEARFIELD, PA.  
Kurtz Bros.  
COLUMBUS, OHIO  
Schmitt Printing Co., 139 E. Rich St.

DAYTON, OHIO  
Monarch Marking System Co., 216 S. Torrence St.  
ELMIRA, N. Y.  
F. M. Howell & Co., 70-95 Pennsylvania Ave.  
FOSTORIA, OHIO  
The Gray Printing Co.  
FRAMINGHAM, MASS.  
Dennison Mfg. Co.  
KALAMAZOO, MICH.  
Crescent Engraving Co.  
Merchants Publishing Co.  
KANSAS CITY, MO.  
Union Bank Note Co., Bank Note Bldg.  
LAFAYETTE, IND.  
Haywood Tag Co.  
LANCASTER, PA.  
Keener Mfg. Co.  
MADISON, WIS.  
Cantwell Printing Co., 121 Pinckney St.  
MCGREGOR, IOWA  
J. F. Widman & Sons Co., Inc.  
NEW BRITAIN, CONN.  
Adkins Printing Co., 66 Church St.  
NEW YORK, N. Y.  
American Tag Co.

J. M. Laverty & Son, 226 W. 14th St.  
Nation Press Printing Co., 57 New Chambers St.  
Robinson Tag & Label Co., 424 W. 33d St.  
PAWTUCKET, R. I.  
John Whittle Co.  
PHILADELPHIA, PA.  
Reyburn Mfg. Co., Alleghany Ave. and 32d St.  
PITTSBURGH, PA.  
National Stationery Co., 306 Fourth Ave.  
PROVIDENCE, R. I.  
Salisbury Mfg. Co., P. O. Box 1523  
SAN FRANCISCO, CAL.  
Howard Eastman Co.  
Pacific Coast Tag Mfg. Co., 45-49 Dore St.  
Sunset Press, 1045 Sansome St.  
SOUTH BEND, IND.  
Campbell Paper Box Co., 903 S. Main St.  
SPRINGFIELD, OHIO  
Thomas Stationery Mfg. Co.  
WEST CHESTER, PA.  
The Denney Tag Co.  
Keystone Tag Co., Inc.  
WORCESTER, MASS.  
The Stobbs Press, 25 Foster St.

e  
a  
s  
l  
.  
o  
y  
e  
l  
e  
t  
s  
g  
d  
n  
s  
t  
g  
e  
-  
o  
e  
o  
h  
-

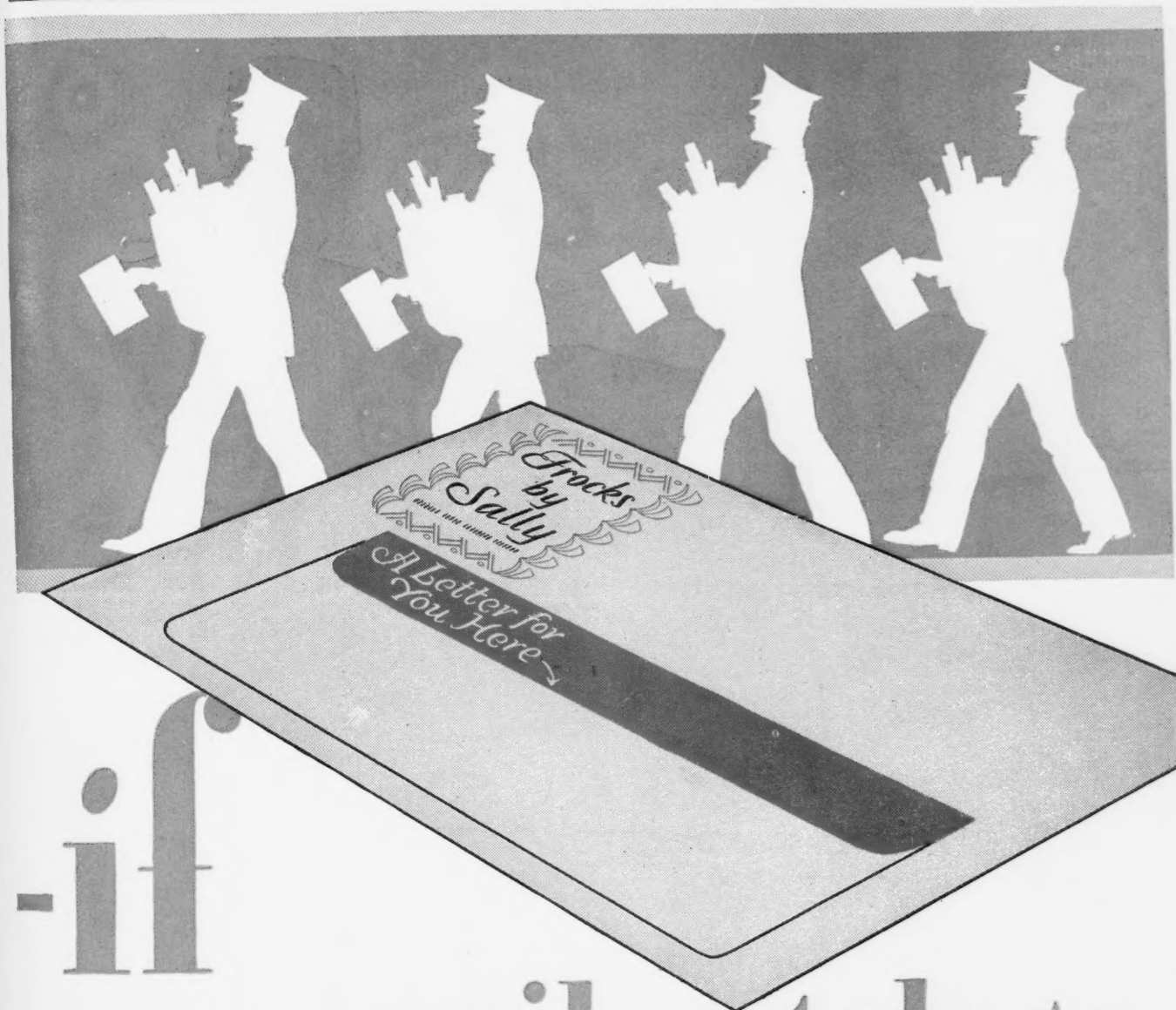
=

n-  
st.  
2d

St.  
St.







# -if you mail catalogs

## **DU-PLEX ENVELOPES WILL DO IT BETTER!**

How many sales have you lost because your catalog arrived late or not at all? Prospects and customers no longer wait for slow moving, "under separate cover" catalogs to arrive. They don't have to, if letters and catalogs, booklets or samples, are mailed together in DU-PLEX Envelopes. Each compartment travels at its own postal rate, but they arrive together. Increased returns follow.

*Over Ten Thousand wide-awake business houses are using this modern method to increase mail sales efficiency.*

# *Du-Plex*

## **TWO-COMPARTMENT ENVELOPES**

*Ask your local Paper Merchant, or Printer, or if they cannot supply you, write direct to the address below.*

**DU-PLEX ENVELOPE CORPORATION, 3026 Franklin Boulevard, Chicago, Ill.**

*Transformed!*  
by the magic touch  
of ADVERTISING



## BEFORE and AFTER

**P**RESTO! . . . and the commonplace, unadorned envelope that carries important and costly sales literature or business correspondence becomes a prestige-building advertisement. See the startling contrast in the two envelopes above—before and after utilizing the envelope “display space.”

Such “free” publicity creates good will and reputation—it breathes *individualism* into your business routine. It proves you to be modern in practice as well as in product.

Every piece of mail matter that leaves

your institution should be the proud bearer of forceful display advertising that broadcasts your sales story as it travels to destination.

The cost is trifling—good envelopes properly adorned cost so little more than poor ones. Also, good envelopes can look your addressee in the eye and say, “I truly represent the high class business house that sent me to you.” Buy your envelopes as you buy your advertising—and remember, the “best is cheapest in the long run.”

**GOOD**  
**ARE JUST**  
**GOOD BUSINESS** **ENVELOPES**

BUREAU OF ENVELOPE MANUFACTURERS OF AMERICA  
19 West Forty-Fourth Street—New York City

FROM THE CHEAPEST THAT'S GOOD, TO THE BEST THAT'S MADE



## *The* SYMBOL OF A MODERNIZED ENVELOPE SERVICE

To secure the full benefits of agreeable first impression—to insure exceptional performance in the transportation of your mail matter, use P. D. Q. Envelopes.

They are built with full realization of the job they have to perform. You can use them with complete assurance of their satisfactory service up to the end of the journey.

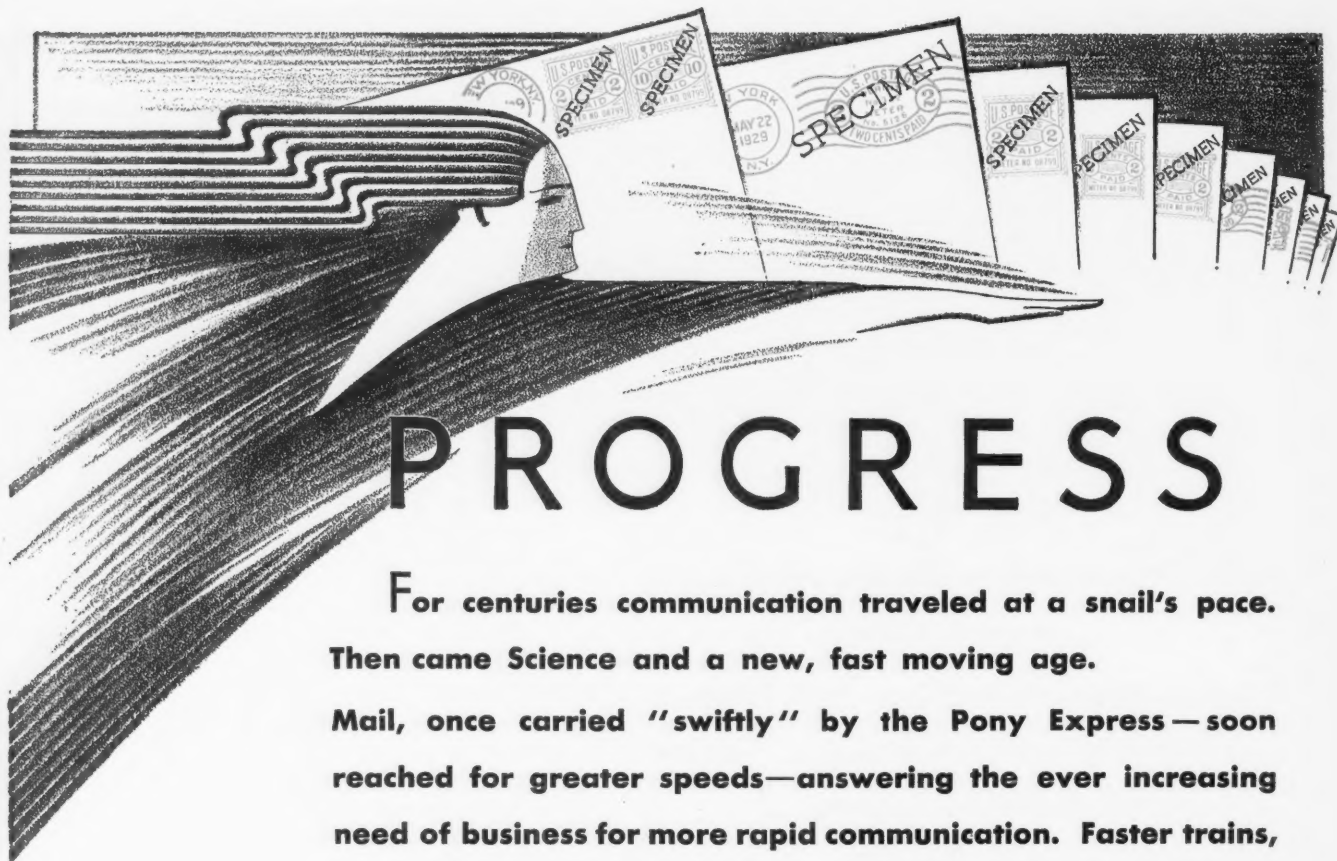
There is no advertising investment that means as much and yet costs so little, as P. D. Q. Envelopes.

*Originators and Makers of*  
BETTER BUSINESS ENVELOPES

**GAW-O'HARA** *Envelope Co. Chicago, Ill.*  
*500 N. Sacramento Blvd.*

SIX LIVE WIRES ~ NEVADA 1200-1-2-3-4-5





# PROGRESS

For centuries communication traveled at a snail's pace. Then came Science and a new, fast moving age.

Mail, once carried "swiftly" by the Pony Express—soon reached for greater speeds—answering the ever increasing need of business for more rapid communication. Faster trains, motor trucks, pneumatic chutes, high-speed machinery and finally the Air Mail—all seemed to save the last minute. The Government could do no more.

But Science again speaks—Hours can be saved on business mail. A new Government approved method—Metered Mail—eliminates cumbersome stamps and three time-consuming operations in the Post Office.

Already Metered Mail is speeding the business of America's largest concerns. It is available and practical for any responsible business regardless of the size or variety of its mail, and its use is increasing by leaps and bounds.

The postage stamp is going out of business.

That is Progress!

## METERED MAIL

**the method that made stamps obsolete**

**THE POSTAGE METER COMPANY — Sole Distributors of PITNEY-BOWES MAILING EQUIPMENT**  
Main Office: 863 PACIFIC STREET, STAMFORD, CONN. — Offices in 21 cities



L  
e  
ENT  
9 3085



—  
=

—  
A  
A  
B  
B

B  
B  
E  
C  
C  
C  
C  
C



## PACKAGING AND CONTAINER MANUFACTURERS

This list was compiled from Answers received to a Sales Management Questionnaire and Data furnished by "Modern Packaging" and "The Shears."

Manufacturer	Boxes—Wood	Boxes—Corrugated	Display Containers	Waxed Paper	Box Wraps	Manufacturer	Boxes—Wood	Boxes—Corrugated	Display Containers	Waxed Paper	Box Wraps
<b>Akron, Ohio</b>						<b>Omaha, Nebr.</b>					
The Superior Printing & Lithographing Co., 110 No. Union St.			✓			Ogerss-O'Flyng Co., 1423 Leavenworth St.		✓	✓		
<b>Attleboro Falls, Mass.</b>						<b>Passaic, N. J.</b>					
Mason Box Co.		✓				The Paterson Parchment Paper Co.				✓	
<b>Baltimore, Md.</b>						<b>Philadelphia, Pa.</b>					
The Lord Baltimore Press, Greenmount & Oliver St.			✓			Brown & Bailey Co., 47 N. Eighth St.			✓		
<b>Boston, Mass.</b>						Mathias & Freeman Paper Co., 143 N. 5th St.					✓
Cheltenham Press, 183 Essex St.			✓			Whiting-Patterson Co., 330 No. 13th St.					✓
The Forbes Lithograph Co., P. O. Box 5130		✓				<b>Pittsburgh, Pa.</b>					
Middlesex Product Co., 38 Chauncy St.				✓		F. J. Kress Box Co., 1 Twenty-eighth St.		✓			
Joseph Pollack Tool & Stamping Co., 85 Freeport St., Dorchester			✓			National Stationery Co., 306 Fourth Ave.		✓			
<b>Bridgeport, Conn.</b>						Pittsburgh Box Co.		✓			
The Warner Bros. Co., 325 Lafayette St.			✓			<b>Rochester, N. Y.</b>					
<b>Brooklyn, N. Y.</b>						The Rochester Folding Box Co.		✓	✓		
Consolidated Lithographing Corp., Grand St. & Morgan Ave.				✓		<b>St. Louis, Mo.</b>					
<b>Buffalo, N. Y.</b>						Ajax Corrugated Paper Co., 942 N. 2nd St.		✓			
F. N. Burt Co., Ltd.			✓			Columbus Box Co., 1900 N. Market St.		✓			
<b>Cambridge, Mass.</b>						Compton Sons L. & P. Co.			✓		
The Barta Press, 209 Massachusetts Ave.			✓			Fehlig Bros. Box & Lumber Co., 1909 Wash St.		✓			
Tolman University Press, University Road.			✓			Robert Gaylord, Inc., 2817 So. 11th St.		✓			
<b>Camden, N. J.</b>						Goessling Box Co., 80 Dock St.		✓			
Pinco Papers, Inc., Ninth, Bailey & Erie Sts.				✓		<b>St. Paul, Minn.</b>					
<b>Castleton-on-Hudson, N. Y.</b>						Waldorf Paper Co.		✓			
Fort Orange Paper Co.			✓			<b>Sandusky, Ohio</b>					
<b>Charlotte, N. C.</b>						Hind & Dauch Paper Co.		✓			
Queen Printing Co.		✓				<b>San Francisco, Cal.</b>					
<b>Chattanooga, Tenn.</b>						Fibre Board Products Co.		✓			
O. B. Andrews Co.		✓				Patterson & Sullivan 235 Pine St.		✓			
<b>Chicago, Ill.</b>						Schmidt Lithograph Co., 2nd & Bryant Sts.		✓			
Chicago Mill & Lumber Co.	✓					<b>South Bend, Ind.</b>					
Magill-Weinsheimer Co., 1320 S. Wabash Ave.			✓			Campbell Paper Box Co., 903 So. Main St.			✓		
The National Printing & Engraving Co. 7 So. Dearborn St.			✓			<b>Springfield, Mass.</b>					
The Pinkerton Folding Box Co., 420 Rush St.			✓			Brooks Bank Note Co., 140 Wilbraham Ave.			✓		
W. C. Ritchie & Co., 831 W. Van Buren St.			✓			<b>Springfield, Ohio</b>					
Theo. A. Schmidt Litho Co., 1050 Fullerton Ave.			✓			McSavaney Co.			✓		
Sefton Mfg. Corp., 59 E. Madison			✓			<b>Terre Haute, Ind.</b>					
<b>Cincinnati, Ohio</b>						Wabash Fibre Box Co., 19th & Buckeye Sts.		✓			
The Jackson Box Co., 4927 Beach St.			✓			<b>Toledo, Ohio</b>					
<b>Cleveland, Ohio</b>						The Ottawa River Paper Co., Matzinger Rd.		✓			
The Central Lithograph Co., 113 St. Clair Ave., N. E.			✓			<b>Trenton, N. J.</b>					
<b>Columbus, Ohio</b>						Trenton Folding Box Co., Ewing & Ogden Sts.			✓		
Hercules Paper Box Co.		✓				<b>Waterloo, Iowa</b>					
Ohio Wax Paper Co.				✓		Waterloo Engraving & Service Co.			✓		
<b>Corning, N. Y.</b>						<b>Whippany, N. J.</b>					
Corning Fibre Box Co.		✓				Agar Mfg. Co.		✓			
<b>Delair, N. J.</b>						<b>Wichita, Kansas</b>					
Kiechefer Container Co.		✓				Horner Love Print & Box Co., 116 S. Emporia St.		✓	✓		
<b>Dayton, Ohio</b>											
Dayton Fixture Display Co.			✓								
<b>Elmira, N. Y.</b>											
F. M. Howell & Co.			✓								
<b>Everett, Mass.</b>											
P. R. Warren Co., 210 Broadway			✓								
<b>Fort Wayne, Ind.</b>											
Fort Wayne Corrugated Paper Co.			✓								
<b>Greenfield, Mass.</b>											
New England Box Co.	✓		✓								
<b>Holyoke, Mass.</b>											
American Tissue Mills				✓	✓						
Hampden Glazed Paper & Card Co.					✓						
<b>Indianapolis, Ind.</b>											
U. S. Corrugated Fibre Box Co.		✓									
<b>Kalamazoo, Mich.</b>											
Crescent Engraving Co.			✓								
Kalamazoo Vegetable Parchment Co.				✓							
<b>Keokuk, Iowa</b>											
Iowa Fibre Box Co.		✓									
<b>Los Angeles, Cal.</b>											
Neuner Corp., 817 So. Los Angeles St.				✓							
<b>Louisville, Ky.</b>											
The Mengel Co.	✓	✓									
Reynolds Metal Co.			✓		✓						
<b>Middletown, Ohio</b>											
The Gardner & Harvey Co.			✓								
<b>Milwaukee, Wisc.</b>											
Milwaukee Printing Co., Florida at Grove			✓								
<b>Monroe, Mich.</b>											
The Consolidated Paper Co.		✓	✓								
River Raisin Paper Co.		✓									
<b>Newark, N. J.</b>											
C. R. Whiting Co., Inc., 281 New Jersey Railroad Ave.					✓						
<b>New Orleans, La.</b>											
General Box Co.	✓										
<b>New York, N. Y.</b>											
American Lithographing Co., Inc., 19th St. & 4th Ave.			✓		✓						
Bendix Paper Co., 113 4th Ave.				✓	✓						
Einson-Freeman Co., 511 E. 72nd St.			✓		✓						
Robert Gair Co., 420 Lexington Ave.			✓		✓						
R. R. Heywood Co., Inc., 26th St. at 9th Ave.			✓		✓						
The Munro & Harford Co., 460 E. 34th St.			✓		✓						
The W. F. Powers Co., 9 E. 38th St.			✓		✓						
Trautman, Bailey & Blampsey, 13 Laight St.					✓						
Warren Mfg. Co., 342 Madison Ave.					✓						

## Prevent Heavy Losses From Faulty Packing

Here are but a few of the articles on packing and shipping which have appeared in recent issues of MATERIALS HANDLING AND DISTRIBUTION. ✽ "Results of Recent Tests of Closure for Corrugated Boxes." ✽ "Packing for Export and Its Effect on Freight Rates." ✽ "New Designs Cut Packing Costs." ✽ "Carton Packing for the Paper Industry." ✽ "Results of Study of Little Used Species of Wood for Containers." ✽ "Time Saved to Busy Executives by Novel Container."

Read

## Materials Handling and Distribution

420 Lexington Ave.  
New York, N. Y.

333 North Michigan Ave.  
Chicago, Ill.

## RECOMMENDED PRODUCERS OF ADVERTISING SUPPLIES

### BOXES—Paper, Small

#### PAPER BOXES SMALL

We specialize in small paper boxes, automatically made in large quantities.

**St. Louis Label Works**  
2425 N. Glasgow Ave., St. Louis

### BOXES—Wooden

#### The New England Box Co.

General Offices

**GREENFIELD, MASS.**



#### Manufacturers

of All Types of Wooden Boxes,  
Plywood Cases, Wirebound Boxes.

#### Creators

of Decorative Boxes, Fancy  
Containers, Display Specialties.

### DISPLAY CONTAINERS

#### Display Containers

ALSO

Distinctive Folding Cartons

*Designs by our own Art Dept.*

**Trenton Folding Box Co.**

Trenton, New Jersey

### DISPLAYS—Window and Counter

#### An Illuminator With That New Colored Photography

Will Flash a True Reproduction of Your  
Product at the point of Sale.  
*Artistically Framed and Lighted  
Transparencies, Show Facsimiles  
of your National Advertisements.*

**Rochester Photo Art Displays**  
PITTSFORD, N. Y.

### ENGRAVING—Photo

Serving the Mid-South  
Quickly and Well.

Furniture and Machinery Subjects  
Color Plates

**PEERLESS ENGRAVING CO.**  
Little Rock                      Arkansas

### LABELS—Gummed

#### Labels Gummed

47 years of specializing has  
taught us how to make them.

**St. Louis Label Works**  
2425 N. Glasgow Ave., St. Louis

### MULTIGRAPHING

Multigraphing                      Mimeographing  
Filling-In Letters

#### JAMES GRAY, Inc.

LETTERSMITH

240 West 40th St.

Pennsylvania 0246-0247

New York City

Mailing                      Addressing Envelopes                      Folding

### PHOTOGRAPHY—Commercial

#### Brilliant, Truthful Photography for

Advertisement and Catalog Illustrations  
and for Salesmen's Portfolios

**JOHN A. FRITZ**

148 E. King St.

Lancaster, Pa.

"As close to your office as the mail man."

### TAGS

*Tag it!*  
with  
*Advertising*

**Robinson Tag & Label Co.**

424-438 WEST 33rd ST., NEW YORK

SPECIALISTS IN THE MANUFACTURE OF  
— ADVERTISING TAGS —

### PRINTING

#### WALTON & SPENCER CO.

1245 S. State St.  
CHICAGO, ILL.



*Offset Specialists  
and Letterpress  
Printers.*



We produce the better class  
of folders, catalogues and  
window displays.

### PRINTING—Rotogravure

#### In the Trend to

#### ROTOGRAVURE

With the steady swing of Advertising  
printed matter toward Rotogravure this  
Process naturally has been the subject of  
keen study and investigation on the part  
of leading advertisers everywhere.

It was especially gratifying to us when  
in the recent "straw vote" conducted by  
Sales Management, a number of National  
advertisers saw fit to name the output of  
this Company as being the highest type of  
Rotogravure work produced.

We specialize in Rotogravure Printing  
in one or more colors for Newspaper sup-  
plements, Catalog inserts, Art reproduc-  
tions, Advertising Heralds, Direct Mail  
Literature.

**THE FREE PRESS  
PHOTOGRAVURE CO.**

613-629 Abbott Street  
Detroit, Michigan

# FOREIGN MARKETS

I General Exporting

III Great Britain

II Canada

IV Germany

V Other Foreign Countries



## PUBLISHER'S NOTE ON FOREIGN MARKETS

This division is made up of data concerning foreign markets for American goods. It begins with a statistical summary, in the form of an income statement of all our transactions with foreign countries. From this it passes to Canada, Latin America, the European countries that are our best customers and other parts of the world in which American commercial interest is acute.

It has proved impossible to apportion space and treatment in exact accordance with the relative importance of foreign markets because of inequalities in supplies of reliable information of the kind suitable in a work of this kind. The Canadians, wideawake and like ourselves in habit, tell everything that is needed for thorough understanding of their markets. This is also true of Germany and the United Kingdom and Ireland. Of Latin America, fair customer though it is, much less is available that would serve the purposes of an exporter to the countries below the Rio Grande.

It is true also of France and Italy, which in Europe rank next to Great Britain and Germany in value of American goods taken. Outside of the consular reports, which are more or less general in character, statistics concerning the Far East, South Africa and Australia and New Zealand are by no means complete.

In these circumstances the task of making a comprehensive and coherent survey has been difficult, but resort has been had to all accessible sources of information, and the data secured have been cast, as far as possible, in a form to which American merchants are accustomed. Lack of completeness in some details is made good by the thoroughness in a general review of foreign business by a leading authority.

Fortunately, the full figures covering American world exports during the fiscal year ended June 30, 1929, were made available by the U. S. Department of Commerce shortly before going to press. The most interesting factors may be noted from the following table:

Foreign Trade in the Fiscal Year, Ended June 30, 1929

<i>Total Exports</i>	1928-29	1927-28
Total Exports .....	\$5,374,000,000	\$4,877,000,000
Total Imports .....	4,292,000,000	4,142,000,000
Merchandise Export Balance .....	1,082,000,000	730,000,000
Gold Movement .....	155,000,000 (inward)	498,000,000 (outward)

Exports from the United States of finished manufactured articles continued their steady advance and were chiefly responsible for the increase of \$497,000,000, or about 10 per cent, in the total value of exports, as compared with 1927-28. The value of grain exports was materially reduced, as were certain other raw materials. The merchandise export balance, or balance of trade, reached the largest figure since 1921-22, while gold movement resulted in net imports this year as compared to about a half billion dollars outward movement in the previous period. Net exports of silver declined for the fourth consecutive year, amounting to \$17,000,000. Foreign loans were also sharply reduced from the record volume of 1927-28.

Finished manufactures constitute a much larger proportion of the trade than any other group, amounting to 47½ per cent of the total export figures for 1928-29. This group totaled \$2,509,000,000 and was responsible for seven-eighths of the gain in total exports. A large part of the growth was due to increased foreign demand for automobiles, parts and accessories, which totaled \$591,000,000 in 1928-29, being 39 per cent more than in the preceding year. The number of passenger cars, bodies and trucks exported was 36 per cent greater than in 1927-28 and more than 10 times larger than in 1921-22.

Exports of crude materials totaled \$1,239,000,000 in 1928-29, an increase of 5½ per cent. This gain was due chiefly to larger shipments of cotton during the last half of 1928 than in the previous year. Exports of leaf tobacco, coal, crude petroleum were substantially greater than in 1927-28, while undressed furs, hides and skins and bauxite were reduced in value.

This general information of a recent date is supplemented in the pages which follow by more detailed charts and tables based on the calendar year.

## I

GENERAL  
EXPORTINGTOTAL COMMERCIAL AND FINANCIAL TRANSACTIONS  
OF THE UNITED STATES WITH THE REST OF THE WORLD

The commercial and financial business of the United States with the rest of the world covers a wide range, and many of its items are not entered on any official record. Our foreign trade or commerce is generally understood as consisting of exports and imports of goods, the balance being favorable when the former exceed.

But a multitude of other transactions has a part in the final settlements. These include such items as freights, tourists' expenditures abroad, insurance on goods or specie in transit, investments in other countries, and latterly as a substantial item, war-debt liquidation. These are known as "invisible" items

because they are not of public record. So important have they become in their bearing on foreign exchange rates, however, that the Department of Commerce in recent years has undertaken to estimate the sum of each.

With these estimates and the official figures on the outflow and inflow of goods it is possible to make up what is here called an income statement of the country's business with abroad. This shows at a glance how we stand with the world in a financial and commercial sense, and so serves as a summary of the foreign business of the United States expressed in easily understood terms.

## Consolidated Income Statement of Foreign Business for the Year Ended Dec. 31, 192

	<i>Receipts</i> (Cash claims due from foreigners)	<i>Disbursements</i> (Cash claims due to foreigners)
*Merchandise.....	\$5,129,000,000	\$4,497,000,000
Silver and various miscellaneous items.....	205,000,000	
†"Invisible" items:		
Water-born and land freights.....	\$143,000,000	\$227,000,000
Tourists' expenditures, minus fares to American vessels and customs duties.....	168,000,000	693,000,000
Interest on private investments.....	882,000,000	359,000,000
War debt receipts.....	210,000,000	
Government transactions other than war debts.....	53,000,000	110,000,000
Immigrant remittances.....	28,000,000	217,000,000
Charitable contributions.....		52,000,000
Insurance cable tolls, royalties, etc.....	196,000,000	129,000,000
Net increase in long-term investments.....	1,680,000,000	1,787,000,000
Reduction in net debt of American bankers to foreigners.....	481,000,000	1,217,000,000
Discrepancies due to error.....		226,000,000
BALANCE.....	272,000,000	40,000,000
(Gold shipped or "ear marked")		
TOTAL.....	\$7,767,000,000	\$7,767,000,000

\*Details of Exports and Imports will be found below.

†Department of Commerce estimates of items that do not appear in records of public statistics.

## FOREIGN TRADE OF THE UNITED STATES IN GOODS—1928 AND 1927

Exports (In Millions of Dollars)		Imports (In Millions of Dollars)	
EUROPE			
United Kingdom			
Cotton.....	211	Rubber.....	28
Gas and Oil.....	81	Antiques.....	22
Tobacco.....	72	Linen, etc.....	20
Pork Products.....	56	Furs.....	17
Grain and Flour.....	34	Wool.....	15
Copper.....	31	Wool Fabrics.....	14
Miscellaneous.....	362	Miscellaneous.....	232
Total for 1928.....	847	Total for 1928.....	348
Total for 1927.....	840	Total for 1927.....	358
Denmark			
Autos, etc.....	10	Butter.....	
Cottonseed Cake.....	7	Hides.....	
Gas and Oil.....	5	Furs.....	
Flour.....	2	Seeds.....	4
Miscellaneous.....	23	Cement.....	
		Glass.....	
		Miscellaneous.....	
Total for 1928.....	47	Total for 1928.....	4
Total for 1927.....	59	Total for 1927.....	4
Belgium			
Autos, etc.....	23	Diamonds.....	15
Cotton.....	22	Furs.....	6
Copper Bars.....	11	Flax Manufactures.....	6
Gas and Oil.....	10	Fertilizer.....	4
Linseed Cake.....	5	Creosote Oil.....	3
Grains.....	5	Glass.....	3
Miscellaneous.....	36	Miscellaneous.....	38
Total for 1928.....	112	Total for 1928.....	75
Total for 1927.....	116	Total for 1927.....	72
France			
Cotton.....	100	Lingerie.....	
Gas and Oil.....	47	Women's Clothing.....	
Copper.....	25	Gloves.....	40
Autos, etc.....	7	Jewelry.....	
Miscellaneous.....	62	Perfumery.....	
		Art work.....	12
		Miscellaneous.....	105
Total for 1928.....	241	Total for 1928.....	157
Total for 1927.....	229	Total for 1927.....	168
Germany			
Cotton.....	217	Chemicals and Fertilizers.....	20
Copper.....	30	Furs.....	16
Lard.....	23	Leather, Gloves.....	9
Grain and Flour.....	17	Cotton Products.....	8
Gas and Oil.....	14	Newsprint, etc.....	5
Autos, etc.....	10	Art.....	4
Miscellaneous.....	156	Miscellaneous.....	160
Total for 1928.....	467	Total for 1928.....	222
Total for 1927.....	482	Total for 1927.....	201
Netherlands			
Grain, Flour.....	22	Diamonds.....	21
Cotton.....	18	Tobacco.....	13
Gas and Oil.....	12	Tin.....	8
Copper.....	9	Bulbs.....	5
Linseed Cake.....	6	Brick, Glassware.....	
Pork.....	5	Linseed Oil.....	37
Miscellaneous.....	70	Miscellaneous.....	
Total for 1928.....	142	Total for 1928.....	84
Total for 1927.....	148	Total for 1927.....	87
Sweden			
Autos, etc.....	15	Chem. Woodpulp.....	28
Gas and Oil.....	9	Steel Bars, etc.....	3
Cotton.....	5	Newsprint.....	2
Copper.....	4	Matches.....	1
Miscellaneous.....	24	Miscellaneous.....	12
Total for 1928.....	57	Total for 1928.....	46
Total for 1927.....	45	Total for 1927.....	48
Russia in Europe			
Cotton Manufactures.....	44	Manganese Ores.....	5
Tractors.....	2	Furs.....	1
Miscellaneous.....	27	Miscellaneous.....	8
Total for 1928.....	73	Total for 1928.....	14
Total for 1927.....	64	Total for 1927.....	12

Exports (In Millions of Dollars)		Imports (In Millions of Dollars)	
EUROPE (Continued)			
Spain			
Cotton.....	34	Olives.....	5
Autos, etc.....	13	Olive Oil.....	5
Gas and Oil.....	5	Cork.....	4
Tobacco.....	1	Hides and Skins.....	4
Lumber.....	1	Nuts.....	3
Miscellaneous.....	33	Onions.....	1
		Miscellaneous.....	13
Total for 1928.....	87	Total for 1928.....	34
Total for 1927.....	74	Total for 1927.....	35
Italy			
Cotton.....	78	Cheese.....	14
Copper.....	17	Olive Oil.....	11
Gas and Oil.....	14	Tomatoes.....	6
Wheat.....	9	Nuts.....	3
Pork.....	4	Straw Hats.....	3
Autos.....	2	Lemons.....	2
Miscellaneous.....	38	Miscellaneous.....	65
Total for 1928.....	162	Total for 1928.....	102
Total for 1927.....	132	Total for 1927.....	109
Other Countries			
Total for 1928.....	140	Total for 1928.....	162
Total for 1927.....	121	Total for 1927.....	171
European Total—1928..... 2,375			
European Total—1927..... 2,310			
Excess of Exports for 1928.....		1,126	
Excess of Exports for 1927.....		1,264	
NORTH AMERICA			
Canada			
Machinery.....	124	Newsprint.....	126
Autos, etc.....	92	Pulp and Pulpwood.....	52
Coal and Coke.....	89	Lumber.....	43
Gas and Oil.....	43	Copper and Nickel.....	29
Iron and Steel.....	41	Cattle.....	14
Cotton.....	24	Furs.....	13
Miscellaneous.....	503	Miscellaneous.....	212
Total for 1928.....	916	Total for 1928.....	489
Total for 1927.....	837	Total for 1927.....	475
Mexico			
Machinery.....	14	Copper and Lead.....	29
Autos, etc.....	10	Petroleum Products.....	26
Lard.....	7	Sisal, etc.....	14
Wheat and Flour.....	2	Coffee.....	10
Cotton Cloth.....	2	Cattle.....	6
Petroleum Products.....	2	Cotton.....	4
Miscellaneous.....	79	Miscellaneous.....	36
Total for 1928.....	116	Total for 1928.....	125
Total for 1927.....	109	Total for 1927.....	138
Cuba			
Pork Products.....	13	Sugar.....	157
Cotton Manufactures.....	10	Tobacco.....	19
Petroleum Products.....	7	Molasses.....	8
Flour.....	7	Cigars.....	3
Autos, etc.....	5	Ore, etc.....	3
Milk and Eggs.....	3	Pineapples.....	1
Miscellaneous.....	83	Miscellaneous.....	12
Total for 1928.....	128	Total for 1928.....	203
Total for 1927.....	155	Total for 1927.....	257
Other Countries			
Total for 1928.....	163	Total for 1928.....	143
Total for 1927.....	152	Total for 1927.....	115
N. America Total for 1928.... 1,323		N. America Total for 1928.... 960	
N. America Total for 1927.... 1,253		N. America Total for 1927.... 985	
Excess of Exports for 1928.....		363	
Excess of Exports for 1927.....		248	



## FOREIGN TRADE OF THE UNITED STATES IN GOODS—1928 AND 1927—(Continued)

Exports (In Millions of Dollars)		Imports (In Millions of Dollars)		
SOUTH AMERICA				
Colombia				
Machinery.....	7	Coffee.....	69	
Cotton Manufactures.....	5	Petroleum.....	17	
Autos, etc.....	3	Platinum.....	3	
Lards.....	3	Bananas.....	1	
Steel piping.....	1	Cattle Hides.....	1	
Medicines.....	1	Miscellaneous.....	4	
Miscellaneous.....	39			
Total for 1928.....	59	Total for 1928.....	95	
Total for 1927.....	49	Total for 1927.....	88	
Argentina				
Autos, etc.....	45	Hides and Skins.....	36	
Machinery.....	37	Flaxseed.....	26	
Gas and Oil.....	16	Wool.....	7	
Cotton Goods.....	13	Meats.....	5	
Lumber.....	9	Furs.....	5	
Miscellaneous.....	59	Casein.....	3	
		Miscellaneous.....	17	
Total for 1928.....	179	Total for 1928.....	99	
Total for 1927.....	163	Total for 1927.....	97	
Brazil				
Autos.....	26	Coffee.....	189	
Gas and Oil.....	15	Cocoa Beans.....	8	
Machinery.....	11	Rubber.....	5	
Flour.....	5	Skins.....	5	
Iron and Steel.....	3	Nuts.....	2	
Cotton Goods.....	2	Miscellaneous.....	12	
Miscellaneous.....	38			
Total for 1928.....	100	Total for 1928.....	221	
Total for 1927.....	89	Total for 1927.....	203	
Chile				
Gas and Oil.....	6	Nitrate.....	36	
Iron and Steel.....	5	Copper.....	28	
Autos, etc.....	5	Iodine.....	2	
Machinery.....	5	Iron Ore.....	1	
Cotton Cloth.....	2	Hides and Skins.....	1	
Miscellaneous.....	17	Miscellaneous.....	7	
Total for 1928.....	40	Total for 1928.....	75	
Total for 1927.....	38	Total for 1927.....	62	
Other Countries				
Total for 1928.....	103	Total for 1928.....	80	
Total for 1927.....	99	Total for 1927.....	68	
S. America Total for 1928....		481	S. America Total for 1928....	570
S. America Total for 1927....		438	S. America Total for 1927....	518
Excess of Exports for 1928.....			89	
Excess of Exports for 1927.....			80	

<b>ASIA</b>			
<b>British Indies</b>			
Autos, etc.....	10	Jute, Burlaps, etc.....	73
Cotton.....	6	Jute.....	11
Oil.....	5	Hides and Skins.....	16
Tobacco.....	2	Varnish, etc.....	12
Tin.....	1	Castor Beans.....	4
Miscellaneous.....	30	Wool.....	3
		Miscellaneous.....	30
Total for 1928.....	54	Total for 1928.....	149
Total for 1927.....	63	Total for 1927.....	131
<b>British Malaya</b>			
Autos.....	1	Rubber.....	138
Miscellaneous.....	11	Tin.....	58
		Copra.....	1
		Varnish.....	1
		Miscellaneous.....	6
Total for 1928.....	12	Total for 1928.....	204
Total for 1927.....	14	Total for 1927.....	278

Exports (In Millions of Dollars)		Imports (In Millions of Dollars)	
ASIA (Continued)			
Philippine Islands			
Cotton Manufactures .....	12	Sugar .....	46
Iron and Steel Manufactures .....	8	Cocanut Products .....	43
Machinery .....	7	Manila .....	9
Food Products .....	7	Tobacco Products .....	4
Autos, etc. ....	4	Cotton Clothing .....	3
Cigarettes .....	1	Straw Hats .....	1
Miscellaneous .....	41	Miscellaneous .....	9
Total for 1928 .....	80	Total for 1928 .....	115
Total for 1927 .....	70	Total for 1927 .....	116
China			
Gas and Oil .....	33	Silk .....	47
Tobacco .....	29	Furs .....	17
Cotton .....	17	Wood Oil .....	13
Cigarettes .....	14	Wool .....	11
Wheat Flour .....	10	Cotton .....	5
Tin .....	3	Miscellaneous .....	47
Miscellaneous .....	31		
Total for 1928 .....	137	Total for 1928 .....	140
Total for 1927 .....	83	Total for 1927 .....	152
Japan			
Cotton .....	129	Silk .....	326
Gas and Oil .....	19	Crab Meat .....	5
Autos, etc. ....	15	Tea .....	5
Iron and Steel .....	10	China .....	3
Lumber .....	7	Camphor .....	2
Miscellaneous .....	101	Miscellaneous .....	43
Wheat .....	7		
Total for 1928 .....	288	Total for 1928 .....	384
Total for 1927 .....	258	Total for 1927 .....	402
Other Countries			
Total for 1928 .....	83	Total for 1928 .....	177
Total for 1927 .....	75	Total for 1927 .....	190
Asia Total for 1928 .....	654	Asia Total for 1928 .....	1,169
Asia Total for 1927 .....	563	Asia Total for 1927 .....	1,269
Excess of Exports 1928 .....		515	
Excess of Exports 1927 .....		706	
AFRICA			
British South Africa			
Autos, etc. ....	19	Furs, etc. ....	2
Machinery .....	9	Wool and Mohair .....	2
Gas and Oil .....	8	Diamonds .....	1
Hosiery .....	2	Miscellaneous .....	4
Miscellaneous .....	21		
Total for 1928 .....	59	Total for 1928 .....	9
Total for 1927 .....	52	Total for 1927 .....	9
Other Countries			
Total for 1928 .....	58	Total for 1928 .....	81
Total for 1927 .....	55	Total for 1927 .....	84
African Total for 1928 .....	117	African Total for 1928 .....	90
African Total for 1927 .....	107	African Total for 1927 .....	93
Excess of Exports for 1928 .....		27	
Excess of Exports for 1927 .....		14	
AUSTRALIA			
Autos, etc. ....	39	Wool .....	14
Gas and Oil .....	24	Furs .....	5
Tobacco .....	7	Miscellaneous .....	13
Machinery .....	5		
Lumber .....	5		
Miscellaneous .....	61		
Total for 1928 .....	141	Total for 1928 .....	32
Total for 1927 .....	159	Total for 1927 .....	39
Excess of Exports for 1928 .....		109	
Excess of Exports for 1927 .....		120	
OCEANIA			
Total for 1928 .....	180	Total for 1928 .....	54
Total for 1927 .....	194	Total for 1927 .....	55
Excess of Exports 1928 .....		126	
Excess of Exports 1927 .....		139	

## \*SELLING FOREIGN MARKETS

### A Brief Resume of Exporting Essentials From Marketing Abroad to Collection of Money

**T**RADER is the same the world over. If an American manufacturer has a product that can be sold abroad, he can build up an export market for it by using the same intelligence, effort and sales policies that have won success for him at home.

Selling in foreign markets is profitable to the manufacturer in several ways.

It decreases his overhead. Increased sales mean lower unit costs owing to larger production. An extra five per cent in sales may mean the difference between profit and loss to a concern.

Seasonal fluctuations in domestic trade may be offset by export sales. When it is summer in the United States it is winter in the countries south of the equator. This permits the American manufacturer to equalize seasonal production and sales.

Business may be dull at home but it is sure to be good somewhere in the world. Export sales are a safeguard against domestic depressions. It is a mistake, however, to cultivate foreign markets only when trade is slack in the United States. Foreign markets, in order to endure, must be built up on the basis of regular and permanent supply. They should be pursued just as energetically in times of domestic prosperity as they should be when the factory lacks orders. It is just as grievous an error for a concern to stop exporting when it is busy with home markets as it is to cease advertising because business is good.

Competition with foreign manufacturers brings out new ideas. An American exporter can get valuable suggestions through his contests with overseas rivals, which will help him in his domestic sales. Not infrequently he can discover new advertising appeals that will help him sell more goods at home.

There are several ways in which an American manufacturer can go after export trade.

The first step, if he has not been doing any direct export business, is to get a competent foreign sales manager. The manufacturer can either employ one exclusively, or he can make an arrangement with a combination export manager who handles the foreign sales for several non-competitive concerns. In either case it is more economical than to entrust the development of foreign sales to someone in the organization who is

not experienced in foreign markets, although he may be thoroughly familiar with the line of goods manufactured.

Then the channels of distribution have to be decided upon.

One of these, which is employed by a majority of the concerns in export trade, is to secure competent sales agents, on a commission basis, in all the strategic trade centers of each country where there is an existing or potential market.

Another is to appoint, as agents, distributors who buy and sell for their own account. There are certain goods that can be best sold in this way. Occasionally it is found desirable for a manufacturer to employ commission agents in some markets and merchant distributors in others.

Direct-by-mail solicitation is still another sales channel that can be used advantageously.

Some large concerns, with well-organized export departments, send their own travelers all over the world and sell direct to wholesalers or retailers, or to both. Others establish their own branches or manufacturing plants abroad.

The choice of methods depends, to a great extent, on the manufacturer's foreign sales budget and on how far ahead he is planning for the extension of his overseas business.

The export commission house with foreign branches is still another sales channel. The commission merchant gets the orders, buys direct from the manufacturers, who usually are not informed of the destination or the name of the foreign customer, and handles all the details of the transactions.

If a manufacturer is a newcomer in the export markets it will take some time to lay a solid foundation for a steady and increasing volume of foreign sales. With some lines this "spade" work or "missionary" work will extend over a year, and with other lines it may be longer. During this period the manufacturer should not expect to derive any great amount of benefit in the way of sales and profits. Generally speaking, however, it does not cost any more in time or money for a manufacturer to establish himself in a new foreign market than it would for him to acquire a similarly profitable trade in a new market in the United States.

Success in selling goods, either at home or abroad, depends to a considerable extent on the ability of the sales manager. The scope of his duties is much the same in both foreign and domestic trade.

The export sales manager, whether he acts exclusively for one concern or for several, must study the markets of each

\* By Thaddeus S. Dayton, widely known authority on foreign trade and economics.

## Foreign Sales—Your Margin of Safety—Foreign Sales

**S**ALES EXECUTIVES interested in developing foreign trade may take advantage of the accumulated experience gathered by a centralized organization now working closely with nearly eleven hundred manufacturers and exporters. It is intimately acquainted with their daily credit and sales problems.

You may secure lists of foreign buyers, rated, with lines regularly purchased, planned export selling programs, market surveys, lists of sales representatives, trade opportunities, marketing conditions, customs and tariff regulations, foreign credit insurance, in fact almost any service in connection with foreign sales, credits or collections.

*We invite inquiries from executives of responsible American companies.*

**AMERICAN MANUFACTURERS FOREIGN CREDIT INSURANCE EXCHANGE**

120 S. La Salle St., CHICAGO

## SELLING FOREIGN MARKETS—(Con't)

country for the products he has to sell. He must create sales in potential markets as well as get orders in those where there is an existing demand.

Here are some of the fundamentals that have to be considered in analyzing new markets overseas:

Population and purchasing power; strategic trade centers from which each country can be covered most thoroughly and profitably; trade routes; selling seasons and climatic conditions; local industries and competition; tariff walls; customary marketing methods; shipping facilities and inland transportation; marking and packing regulations; trademarks and patents; credits; prices; language and currency; advertising.

Population, in many countries, has little relation to the purchasing power. The "percentage of expectancy," as the sales scientists call it, is far less per capita in China, with its 400,000,000 population, than it is in the United States or Western Europe. It also varies with different products. Therefore the extent of possible distribution has to be carefully considered.

The strategic trade centers where commission agents or other distributors should be located also require mature judgment. In the Central American republics a manufacturer's representative can cover each country from one trade center; in Argentina, an agent in Buenos Aires can take care of all that country, and, possibly, of Uruguay, on the other side of the River Platte. In Brazil, which is as large as all of the continental United States plus Western Europe, half a dozen representatives in as many different trade centers will be required because of the time required to traverse the great distances between them.

A survey of climatic conditions is particularly essential. There is no market for raincoats in regions where there is no rain. Even in the Equatorial regions, which are supposed to be incessantly hot and humid, there are high plateaus and mountain slopes where one has to dress as warmly as in the temperate zones. Variations in temperature between sea level and the higher altitudes make for diversified markets.

Sales seasons in foreign markets vary widely from those in the United States. If this is borne in mind, writing customers complaining of poor business when it is their winter season and our summer may be avoided.

Local industries are playing an increasingly important part in affecting sales of American goods in a great many countries. The local industries, however, generally supply goods of an inferior quality to those imported. On the other hand, it is customary for governments to establish import tariffs to protect local manufacturers. Surmounting these trade barriers, however, is all in a day's work in the course of the export sales manager's attack and conquest of foreign markets.

Established marketing methods in foreign countries should

be studied carefully. In most instances it is better to adapt the product to them rather than to seek to force one's own methods on the customers. It is not impossible, however, to educate foreign buyers to new ways of doing business if they can be shown to be advantageous.

Not a few manufacturers have no interest in what becomes of their goods after they are delivered aboard ship or at the port of entry abroad. It is well worth while, however, for the export manager to know the most direct lines of transportation, not only overseas but also inland to destination. With such knowledge, combined with methods of packing best adapted to the water and land routes, trade is held and increased.

Marking and packing regulations of foreign countries seem intricate and unreasonable to the novice, but there is usually some good reason for them in each case. At any rate, they should be carefully studied and adhered to.

In manufacturing countries, the protection of trademarks and patents against infringement should be assured.

The subject of advertising should be thoroughly investigated in every market. It is bound to come up sooner or later.

Getting paid for the goods is just as important as selling them. If the manufacturer uses good judgment and the facilities that are readily available to him, including insurance, his bad debt losses in foreign trade should be as small as they are in domestic business or even smaller.

Credit information on buyers in foreign markets is available through banks, mercantile agencies and numerous associations. By these means the credit manager is enabled to form his individual opinion as to the customer's ability to pay.

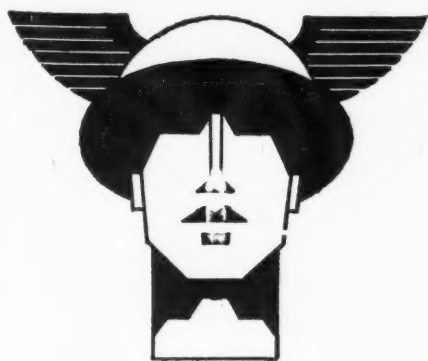
Foreign credit insurance, however, is comparatively new, but it has become an active force in building export trade. Several European governments have given their financial, material and moral support to extending export credit insurance. In the United States, the American Manufacturers' Foreign Credit Insurance Exchange holds a unique position in the nation's export trade.

The Exchange was founded in 1919 to enable American exporters to deal effectively with the credit factor in foreign trade, and has now become an integral part of American credit equipment in foreign merchandising. Its membership consists of the leading exporters of the United States, whom it has enabled to trade abroad with safety and greatly to increase their foreign sales.

The Exchange also renders valuable collateral services to exporters. It maintains lists of agents, supplies market guides, market surveys, trade information and opportunities to its members, and assists them in practically every phase of exporting.

## INTERNATIONAL ADVERTISING

## INTELLIGENTLY PLANNED



An international advertising agency established in 1863, rendering a comprehensive, universal service, 44 branch offices, all self-contained, located in the important world markets and under the direction of men long trained in international advertising and marketing. • A personnel numbering 5369 assures the international trader of mature consideration of his problems and sound advice on the conduct of his sales and advertising campaign throughout the world. • Market surveys and reports, newspaper, magazine, trade paper, outdoor cinema, radio and direct mail advertising.

RUDOLF MOSSE · INC  
GRAYBAR BUILDING NEW YORK CITY

44 BRANCH OFFICES  
THROUGHOUT THE WORLD



## \*1929 WORLD CENSUS OF CARS, TRUCKS AND BUSES

### Showing Total Vehicle Registration by Countries in Order of Importance

Below is a complete world census of automobiles, trucks and busses as of January 1, 1929, which we publish here through the courtesy of *The American Automobile* (Overseas Edition).

This census shows a total of 31,929,952 motor vehicles registered in all the world and that the world outside the United States now has 7,435,372 vehicles exclusive of 2,053,068 motor-

cycles.

The increase for 1928, including all countries, was 2,291,417 units, at the rate of 8.6 per cent, higher in every respect than was attained in 1927, but, because of the mounting tide of replacements in the United States, below the record increase of 3,133,031 units added to service during the year 1924.

United States .....	24,494,580	Philippines .....	28,426	French West Africa..	4,000	Bahamas .....	1,050
Great Britain .....	1,372,109	Austria .....	28,230	Belgian Congo .....	3,750	Other British West In-	
France .....	1,108,900	Poland .....	27,000	Mauritius .....	3,183	dies .....	1,000
Canada .....	1,061,828	Egypt .....	25,720	Iraq .....	3,111	Reunion .....	905
Germany .....	545,100	Portugal .....	25,621	Guatemala .....	3,095	Fiji Islands .....	900
Australia .....	515,851	Chile .....	23,500	Palestine .....	2,976	Iceland .....	765
Argentina .....	299,839	China .....	23,130	Haiti .....	2,568	Azores .....	722
Italy .....	172,000	Northern Ireland .....	22,033	Bulgaria .....	2,517	Nicaragua .....	682
Spain .....	156,501	Greece .....	18,700	Malta .....	2,435	Guadeloupe .....	650
Brazil .....	155,000	Ceylon .....	17,139	Bolivia .....	2,335	Spanish Morocco .....	600
New Zealand .....	151,454	Morocco .....	16,688	Alaska .....	2,300	Albania .....	560
India .....	131,500	Hungary .....	16,200	Latvia .....	2,300	Virgin Islands .....	559
Sweden .....	126,598	Venezuela .....	15,750	Danzig Free State....	2,241	Gibraltar .....	550
Union South Africa...	125,850	French Indo China...	15,340	Costa Rica .....	2,079	Madeira Islands .....	510
Belgium .....	108,225	Colombia .....	15,000	Sudan .....	2,052	Tripolitania .....	505
Denmark .....	88,898	Porto Rico .....	13,283	Newfoundland .....	2,023	Eritrea & Somaliland..	500
Holland .....	85,500	British West Africa...	13,000	Esthonia .....	1,960	Honduras .....	500
Japanese Empire .....	72,878	British East Africa...	12,700	Ecuador .....	1,930	Tangier .....	475
Mexico .....	62,500	Peru .....	11,906	Hong Kong .....	1,876	French Oceania .....	465
Switzerland .....	61,000	Yugoslavia .....	10,800	Salvador .....	1,866	Granada .....	397
Netherlands East In-		Rhodesia .....	9,060	British Guiana .....	1,860	Dutch Guiana .....	300
dies .....	55,823	Turkey .....	8,800	Arabia .....	1,809	Abyssinia .....	298
Czechoslovakia .....	49,151	Tunisia .....	8,040	Cyprus .....	1,797	Western Samoa .....	256
Cuba .....	45,604	Persia .....	7,860	Angola .....	1,625	Liberia .....	225
Irish Free State.....	40,198	Luxemburg .....	7,775	Madagascar .....	1,585	Afghanistan .....	200
Algeria .....	39,344	Panama .....	6,915	Martinique .....	1,500	British Honduras .....	150
Hawaii .....	38,683	Siam .....	6,850	Paraguay .....	1,500	French Guiana .....	92
Norway .....	36,027	Jamaica .....	6,750	Southwest Africa .....	1,500	Turkestan and Trans-	
Uruguay .....	34,591	Syria .....	6,190	Barbados .....	1,450	caucasia .....	72
Finland .....	32,438	Trinidad and Tobago...	5,680	Lithuania .....	1,393	British North Borneo.	70
British Malaya .....	30,896	Canary Islands .....	4,993	Dutch West Indies...	1,300	St. Pierre & Miquelon	64
Roumania .....	29,200	Dominican Republic...	4,346	Portuguese East Africa	1,100	Bermuda .....	20
						Seychelles Islands ...	14

World total cars, trucks and busses (including U. S.).....31,929,952

World total cars, trucks and busses (excluding U. S.)..... 7,435,372

### AUTOMOBILE EXPORTS AND ASSEMBLY

Exports of cars and trucks in 1928 from the United States and Canada, including the assembly of such vehicles in plants in other countries, increased by 136,893 units, or 26.1 per cent, according to *The American Automobile* (Overseas Edition). The total was 658,498 cars and trucks. Exports for past years were:

	Cars and Trucks		Cars and Trucks
1919.....	96,918	1924.....	390,337
1920.....	224,140	1925.....	547,075
1921.....	95,749	1926.....	537,076
1922.....	196,180	1927.....	521,605
1923.....	341,876	1928.....	658,498

(Includes exports from the United States to Canada but not to Alaska, Porto Rico and Hawaii.)

This compilation makes the following allowances for the assembly of American automobiles in branch plants in countries other than the United States and Canada, which are not reported in the official export declarations:

	Cars and Trucks		Cars and Trucks
1920.....	28,000	1925.....	170,000
1921.....	37,500	1926.....	157,500
1922.....	80,000	1927.....	80,000
1923.....	120,000	1928.....	72,000
1924.....	155,000		

\* Courtesy of the *American Automobile* (Overseas Edition).

### MOTOR VEHICLE INCREASES BY YEARS

As indicative of the trend, particularly as revealing the mounting tide of replacements in the United States and of the extension of sales in all other countries, the following tabulation shows the increases over the past few years:

	World, Including U. S.	World, Excluding U. S.
1928 .....	2,291,417—8.6%	1,050,719—16.5%
1927 .....	2,111,297—7.7	917,325—16.8
1926 .....	3,074,971—12.6	858,997—18.3
1925 .....	3,077,761—12.7	974,059—26.8
1924 .....	3,133,031—17.2	625,463—21.0

Similarly, census totals have been:

	World, Including U. S.	World, Excluding U. S.
Jan. 1		
1929 .....	31,929,952	7,435,372
1928 .....	29,638,535	6,384,653
1927 .....	27,527,238	5,467,328
1926 .....	24,452,267	4,608,331
1925 .....	21,374,506	3,634,272

By continental divisions, covering automobiles only, the 1929 census shows:

	1928	1929	Increase
Africa .....	229,190	278,272	49,082—21.4%
America .....	24,814,323	26,308,342	2,494,019— 6.0
America (U. S. excluded) .....	1,560,441	1,813,762	253,321—16.2
Asia .....	348,496	416,743	68,247—19.5
Europe .....	3,613,377	4,218,986	605,609—17.0
Oceania .....	633,149	707,609	74,460—11.7

## II

CANADIAN  
MARKETS

## CANADA IS WORLD'S LARGEST BUYER FROM U. S.

## Again Displaces Great Britain As Our Largest Customer

CANADA leads all foreign countries in the amount of goods bought from the United States. Her purchases from us for 1928 reached the huge sum of \$916,000,000 as is shown on page 340. According to Commerce Reports for August 26, 1929, Canada supplanted the United Kingdom as the leading market for our goods for the fiscal year ending 1927-28, and her lead became more marked in 1928-29.

A large part of our exports to Canada (about 8 per cent in 1928-29) consists of grain, which is ultimately destined for Europe. Canada buys from us, however, a large volume of machinery, automobiles and supplies, coal and coke, gasoline, oil, iron, steel and cotton. (See table page 340—export and import data about Canada.)

**Five Marketing Zones with Trading Centers**  
(The market data on page 348 is also given by zones)

- ZONE I Maritime Provinces—Prince Edward Island, Nova Scotia and New Brunswick.  
TRADING CENTERS:—Halifax, Sydney and Saint John are the three big centers with water and rail routes. Accessible to Boston and New York by steamship service.
- ZONE II Province of Quebec.  
TRADING CENTERS:—The cities of Quebec and Montreal, both in direct rail connection with eastern and mid-western sections of the U. S. A. Interconnected by rail and water and accessible to us by water routes.
- ZONE III Province of Ontario.  
TRADING CENTERS:—The cities of Windsor, Toronto and Ottawa, which are all nearer, by rail, to the port of New York than is 60 per cent of our domestic markets.
- ZONE IV The Provinces of Manitoba, Saskatchewan and Alberta.  
TRADING CENTERS:—Represented in part from Winnipeg with secondary distribution from Calgary.
- ZONE V Province of British Columbia.  
TRADING CENTER:—From Vancouver which has the Pacific coastwise steamship services.

A distributor should be placed in each of the trading centers mentioned above, however, a fair coverage could be obtained with but five distributors. One in either Halifax or Saint John; one in either Quebec or Montreal; one in Toronto; one in either Winnipeg or Calgary, preferably the former, and one in Vancouver.

While there is no particular problem in locating distributors in zones 1, 2, 3 and 5, there is a question relative to zone 4.

To obtain complete coverage in Zone 4 would require at least three and possibly five distributors located in Winnipeg for the province of Manitoba; in either Regina or Saskatoon, or both, for Saskatchewan; and in Calgary or Edmonton, or both, for Alberta.

Out of the total population of 9,000,000, 5,000,000 (more than half) are in the territory between and including Quebec and Windsor—the great lakes section. Approximately 1,000,000 are located in the Maritime Provinces. This gives us approximately two-thirds of the entire population, which may be reached fairly well from either Quebec or Montreal to advantage.

**Fixing the Sales Price in Canada**

If a manufacturer in the United States does not sell in the open market at home, but has factory branches, distributors or agents with exclusive sales rights in certain territories—so that all customers in those sections have to buy from the factory branches, distributors or agents, the Canadian customs authorities consider the home fair market value of the manufacturer's products as at least 5—and sometimes 10—per cent higher than the price quoted by the manufacturer to his Canadian customers, and advance the Canadian invoice value for duty purposes accordingly. It does not matter how the American manufacturer handles his Canadian sales—he may grant exclusive territory to his representatives there—but it is the manner in which he sells in the United States that determines the preparation of his Canadian invoices.

## CANADIAN POPULATION, FAMILIES WITH AUTOMOBILES, TELEPHONES, ELECTRIC LIGHT, ETC.; PAY ROLLS, BANK DEBITS, INCOMES, BUYING POWER, ETC.

Zone 1 comprises the territory commonly known as the "Maritime Provinces"—Prince Edward Island, Nova Scotia, and New Brunswick. Zone 2 the Province of Quebec, Zone 3 the Province

of Ontario; Zone 4 the Provinces of Manitoba, Saskatchewan and Alberta; Zone 5 British Columbia.

	Zone 5	Zone 4	Zone 3	Zone 2	Zone 1	Totals
Area—Square Miles.....	355,855	758,817	407,262	594,434	53,597	3,684,723*
Population in 1928 (Govt. Estimate).....	583,000	2,137,900	3,229,000	2,647,000	1,048,400	9,658,000*
Per Cent. of Total.....	6.04	22.13	33.43	27.41	10.85	99.86*
Population—Census 1921.....	524,582	1,956,082	2,933,662	2,361,199	1,000,328	8,788,483*
Per Cent. Increase.....	11	9	10	12	5	10
Per Cent. Literate Adults, 1921.....	90.50	89.05	93.48	89.67	90.40	90.75
Per Cent. Urban Population, 1921.....	47	37	58	56	37	.....
Number Families, 1928 (Estimated).....	149,105	479,545	750,930	495,693	214,170	2,088,744* A
Number Dwellings, 1928 (Estimated).....	136,854	456,278	701,954	446,071	200,724	1,941,881 A
Per Cent. Homes Owned, 1921.....	54	70	63	52	74	62 B
Estimated National Wealth, 1926 (000's omitted).....	\$2,185,210	\$7,002,412	\$9,130,189	\$6,656,108	\$1,707,805	\$26,691,482*
Per Capita National Wealth.....	\$3,844	\$3,375	\$2,902	\$2,598	\$1,666	\$2,842
Per Cent. Dominion Total.....	6.05	22.02	33.50	27.28	11.02	99.93*
Imports (000's omitted).....	\$89,569	\$105,365	\$553,847	\$305,065	\$54,707	\$1,108,919*
Exports (000's omitted).....	\$210,493	\$29,490	\$505,205	\$357,965	\$123,549	\$1,228,207*
Number Passenger Cars, 1928.....	70,627	244,856	429,426	116,228	60,410	921,547 C
Number Trucks, 1928.....	14,329	31,185	54,714	21,747	7,639	129,614 C
Increase in Total Motor Vehicles.....	10.47%	13.72%	11.42%	15.61%	17.83%	12.75%
Number Telephones, 1927.....	113,050	255,221	558,468	255,970	72,473	1,259,851*
Homes with Electric Light, 1926.....	95,593	173,626	467,501	306,871	63,690	1,107,281* D
Per Cent. Wired Homes, 1926.....	70	38	67	69	32	57
Bank Debits, 1928 (000's omitted).....	\$2,499,271	\$8,006,712	\$17,312,849	\$14,912,657	\$745,467	\$43,476,959
Per Cent. Increase over 1927.....	21.5	30.6	18.3	18	18.7	20.5
Buildings Erected, 1928 (000's omitted).....	\$39,295	\$64,031	\$188,351	\$144,185	\$36,166	\$472,032
Per Cent. Increase over 1927.....	25.4	9	—3.9	8.2	282	12.6
Per Cent. Dominion Total Buildings.....	8.3	13.6	39.9	30.5	7.7	100
Per Capita Buying Power, 1928.....	\$926	\$642	\$908	\$634	\$385	.....
Per Cent. of Dominion Total.....	7.79	19.76	42.30	24.15	6.03	99.93*
Number of Cities, 1927.....	33	18	26	24	6	107
Number of Towns, 1927.....	.....	164	146	96	72	478
Number of Villages, 1927.....	6	513	156	288	4	967
Rural Municipalities.....	30	591	563	992	24	2,199
Total Municipalities.....	69	1,549	928	1,479	121	4,131
Cities of 100,000 and over.....	1	1	4	2	.....	8
Cities of 50,000 and over.....	1	3	5	2	2	13
Births, 1926.....	10,963	49,833	67,616	82,165	23,052	232,750*
Immigration, 1927.....	9,891	74,400	45,052	18,469	3,741	151,597*
Voters, 1926.....	184,497	599,078	1,213,905	731,303	442,494	3,170,710*
Per Cent. Dominion Total.....	5.82	18.90	38.28	23.08	13.90	99.96
Birth Places—Native Born.....	50%	66%	78%	92%	94%	78%
Native and British Born.....	81%	75%	94%	96%	98%	90%
Number of Banks, 1928.....	193	959	1,351	1,104	265	4,056*
Number of Post Offices, 1927.....	867	3,540	2,614	2,463	3,021	12,440*
Number of Chambers of Commerce.....	38	43	40	19	27	167
Taxpayers, 1928 (Individuals).....	10,070	23,715	54,032	27,654	6,247	122,026 F
Amounts Paid, 1928.....	\$1,662,086	\$2,632,786	\$9,909,126	\$8,814,452	\$725,140	\$23,752,743
Tourists' Cars, 1928.....	109,693	23,933	508,828	271,962	30,717	945,113
Increase over 1927.....	18%	18%	22%	42%	33%	.....
Factory-built Radio Sets, 1928 (Estimated).....	30,800	130,000	215,000	105,000	31,000	511,000 G
Number Factories, 1927.....	1,509	2,356	9,512	7,206	3,353	22,936
Number Wage-Earners.....	47,740	39,999	296,034	196,094	39,066	618,933
Annual Payroll (000's omitted).....	\$56,007	\$49,723	\$355,174	\$203,724	\$29,297	\$693,932
Value of Products (000's omitted).....	\$244,034	\$279,257	\$1,758,004	\$990,582	\$151,618	\$3,425,498
Per Cent. Increase in Payroll over 1926.....	2.1	8	3	7.6	3.4	6

### POPULATION OF CITIES 1921

Montreal, Quebec.....	618,506
Toronto, Ontario.....	521,893
Winnipeg, Manitoba.....	179,087
Vancouver, British Columbia.....	117,217
Hamilton, Ontario.....	114,151
Ottawa, Ontario.....	107,843
Quebec, Quebec.....	95,193
Calgary, Alberta.....	63,305
London, Ontario.....	60,959
Edmonton, Alberta.....	58,821
Halifax, Nova Scotia.....	58,372
Saint John, New Brunswick.....	47,166
Victoria, British Columbia.....	38,727
Windsor, Ontario.....	38,591
Regina, Saskatchewan.....	34,432
Brantford, Ontario.....	29,440
Saskatoon, Saskatchewan.....	25,739
Verdun, Quebec.....	25,001

### PRINCIPAL STATISTICS OF MANUFACTURING INDUSTRIES BY PROVINCES 1924

The report for 1924 was issued recently and is the latest available.

Province	Establishments	Capital	Employees	Salaries and Wages	Cost of Material	Gross Value of Products
CANADA.....	22,178	\$3,538,813,460	508,503	\$559,884,045	\$1,438,409,681	\$2,695,053,582
Prince Edward Isl.....	313	2,637,844	2,271	548,496	2,281,398	3,720,874
Nova Scotia.....	1,166	108,535,273	16,093	11,553,900	38,930,734	64,573,092
New Brunswick.....	846	88,357,818	15,805	12,812,718	40,503,685	67,456,026
Quebec.....	6,847	1,044,113,969	161,652	162,379,284	385,880,826	776,232,244
Ontario.....	9,453	1,836,269,551	252,596	296,508,913	754,469,838	1,397,873,744
Manitoba.....	768	110,011,602	14,778	18,706,742	59,036,763	102,252,013
Saskatchewan.....	645	30,269,547	4,151	5,544,416	22,179,147	36,313,931
Alberta.....	739	67,565,979	8,150	10,709,140	39,102,975	65,245,361
British Columbia and Yukon.....	1,401	251,051,877	33,017	41,120,436	96,024,315	181,386,297

\*—Where total falls short of 100% the slight difference is in the Yukon, North West Territories and the Navy.

A—Estimated on the population of 1928 and the number of persons per dwelling or per family in each province at the last Census.

B—The Dominion Government figures for this item are considerably lower than those of city and provincial authorities. It seems probable that the percentages were actually higher than those given.

C—Figures represent only privately owned cars and trucks, exclusive of Busses, Taxis and Motor Cycles. Total number of motor vehicles is 1,067,404.

D—Figures represent the number of residences supplied by public power plants only in the year 1926. The homes of many employees of large mining, lumbering and other industrialists are supplied from the employer's private plant. Since 1926 great progress has been made in developing new consumers.

E—Latest available figures; since date covered the Dominion has made great progress.

F—Canadian experts depreciate the use of income tax figures as sales quota indices.

G—These estimates cover only factory-built sets, eliminating all home-made sets. They are regarded in the trade as safely conservative. The figures given in a recent U. S. trade bulletin, purporting to represent the total sets in Canada, refer only to the number of licenses taken out, a figure which is declining in spite of record sales.



# Over 1/4 Million Circulation

## Reaching Every Fourth Urban Home in Canada

When used in combination, MacLean's Magazine and The Chatelaine reach better than every fourth English-speaking urban family right across the Dominion. Their circulation, the distribution of which parallels so closely the distribution of population and purchasing power, constitutes a sales force of nation-wide power and influence.

### MACLEAN'S "CANADA'S NATIONAL MAGAZINE"

Pre-eminently Canada's outstanding magazine—read by the leadership families in every English-speaking community from coast to coast.

A.B.C. circulation now in excess of 157,000 net paid each issue.

*Of the fifty-four international advertisers with annual magazine appropriations of \$500,000 or over, who are doing business in Canada, more than 87 per cent are already users of space in MacLean's Magazine.*

### *The Chatelaine* A Magazine for Canadian Women

The quality of homes reached by The Chatelaine is reflected by the high type of its editorial contents. The Chatelaine is "the housekeeper," and the close reader interest it gets from the women of Canada is convincing proof that such a magazine was needed in this country.

Effective October, 1929, the circulation guarantee is 90,000 net paid; and effective April, 1930, there will be a further increase to 120,000 net paid.

Advertisers who use The Chatelaine are assured the additional benefits of a constantly rising circulation.

For growth of circulation, for reader interest and for nation-wide influence, The Chatelaine today in Canada stands second only to MacLean's Magazine itself.

*Advertising Rates and Sample Copies of these two Magazines  
will be gladly sent on request.*

THE MACLEAN PUBLISHING COMPANY, LIMITED

143-153 University Avenue

Toronto, Canada

## CANADIAN RETAIL OUTLETS AND CHAIN STORES BY ZONES

The chain store figures here given were compiled in March 1929 by the Canadian Business Research Bureau and were correct at that period.

Definition of chain stores: 3 or more stores under one owner-

ship and buying at one point, in the grocery trade 5 or more stores. Figures relate to the number of individual chain stores. NOT to chain store firms. For territory in Zones see Page 346.

	Zone 5	Zone 4	Zone 3	Zone 2	Zone 1	Totals		Zone 5	Zone 4	Zone 3	Zone 2	Zone 1	Totals
Auto Dealers, Garages	925	2,712	3,337	1,511	658	9,143	Grocery Stores rated						
Bakers	277	483	1,226	985	1.1	3,142	\$1,000 and more....	583	990	3,902	3,248	1,292	10,015
Chain Bake-Shops	48	0	67	28	0	143	Grocery Stores rated						
Booksellers & Stationers	205	562	1,000	328	111	2,206	\$5,000 and more....	159	427	1,701	1,338	393	4,018
Boots and Shoes	222	360	1,334	871	245	3,032	Chain—Grocery Stores	69	272	772	544	61	1,718
Chain Stores	0	2	72	69	8	151	Hardware	220	1,233	1,342	598	170	3,563
Butchers (Meat Stores)	594	1,534	2,536	2,790	510	7,964	Hardware rated \$1,000						
Chain—Butchers							and over	144	775	986	347	142	2,394
(Meat Stores)	83	30	94	28	0	235	Chain—Hdwe. Stores	0	5	61	60	22	148†
Men's Furnishings	241	519	1,324	701	279	3,064	Hotels	492	968	2,196	762	432	4,850
Chain—Men's Furn'gs	0	0	18	5	0	23	Chain—Hotels	4	11	10	2	5	32
Chain—Men's Hats	0	2	14	9	0	25	Jewelers	245	389	832	618	166	2,250
Confectioners	972	1,285	2,382	1095	699	6,433	Chain—Jewelers	1	3	9	1	1	15
Chain—Candy Stores	15	9	97	30	0	151	Musical Instruments	90	192	485	208	61	1,036
Departmental Stores	34	63	93	37	32	259	Chain—Musical Instr.	3	15	39	7	0	64
Chain—Dept. Stores	11	19	36	4	4	74*	Plumb. & Steamftrs	162	338	1,080	487	183	2,250
5c to \$1 Chain Stores	15	22	110	59	17	223	Radio	168	874	1,469	854	190	3,555
Drug Stores	249	904	1,314	631	316	3,414	Radio rated at \$1,000						
Chain—Drug Stores	35	37	154	62	19	307	and over	98	500	999	511	136	2,244
Dry Goods and Ladies'							Radio rated at \$5,000						
Wear	367	456	1,811	1,959	373	4,966	and over	70	265	716	440	110	1,601
Chain—Hosiery Stores	9	14	49	28	3	103	Chain—Radio Stores	3	15	58	67	22	165‡
Electric Fixtures	185	214	591	259	100	1,349	Restaurants	634	1,752	1,291	2,407	290	6,374
Fish Dealers	84	32	167	127	217	627	Chain—Restaurants	6	1	47	30	0	84
Fruit Dealers	148	269	717	313	231	1,678	Sports Goods	48	55	156	63	26	348
Furniture	182	352	763	317	107	1,721	Tailor Shops	331	634	1,391	937	301	3,594
Chain—Furn. Stores	0	0	11	63	22	96†	Chain—Tailor Shops	6	16	51	15	4	92
General Stores	1,359	4,182	2,996	3,743	2,616	14,896	Tobacco Dealers	336	1,082	1,355	557	235	3,565
Grocery Stores	1,635	2,985	7,058	6,714	2,592	20,984	Chain—Tobacco Dirs.	11	21	123	62	0	217

\*—These chain departmental stores handle practically every class of commodity sold retail.

†—Includes chains in Quebec, New Brunswick and Nova Scotia selling stoves,

hardware, radio and some furniture.

‡—Includes chains as in Note † and one buying group in Ontario.

§—Includes music chains selling radio and some chains as in Note †.

## GUIDE TO CANADIAN ADVERTISING AGENCIES

## Based on Publishers' Recognitions and Other Recommendations

This list is based on recommendations of various reliable Canadian sources of information, supplemented by a compilation of those agencies recognized by the most important Canadian publishers' associations and agency members of the Canadian Association of Advertising Agencies.

Recognitions and membership are abbreviated below, as follows:

CDNA—Canadian Daily Newspapers Association

CWNA—Canadian Weekly Newspaper Association

CNN & PA—Canadian National Newspapers & Periodicals Association

**ACKERLEY LANGLEY, LTD.** Established 1924  
249 Spadina Road, Toronto, Ontario  
Recognitions: CNN & PA.

A. ACKERLEY, G. S. LANGLEY.  
This agency is an associate of Ervin Service, Buffalo, N. Y. It specializes in dry cleaners' advertising. Has six hundred clients in United States and Canada.

**ATLANTIC ADVERTISING AGENCY**  
Sackville, New Brunswick, Canada  
Recognitions: CWNA.

**THE BAKER ADVG. AGENCY, LTD.** Est. 1911  
204 Richmond Street, West, Toronto, Ont.  
Member: CAAA; ABC.  
Recognitions: CDNA; ANPA; APA; AHMP.

W. R. BAKER, President. H. F. BAKER, Vice-President. A. M. NISBET, Secretary-treasurer. W. E. TRIMBLE, Manager of Copy Department and Research Director. B. H. BRAMBLE, Account Executive. W. NICHOLAS, Space Buyer.

This agency employs specialists in publicity news service, radio and business paper advertising. It handles thirty general accounts, the three oldest of which are the Manufacturers' Life Insurance Co., Goodyear Tire & Rubber Co., Ltd., of Canada and Delco Light Co. The largest are Goodyear Tire & Rubber Co. of Canada, Ltd., Canadian Postum Co., Ltd., Frigidaire Corp. and Canadian Kodak Co.

**DUNCAN S. BLAIEKIE ADVERTISING** Est. 1921  
1410 Stanley Street, Montreal  
Recognitions: CDNA.

DUNCAN S. BLAIEKIE. Twenty years' advertising experience.

A. W. SHOOLHED. In advertising field fifteen years. L. H. IRELAND, Research and Merchandising Director and Space Buyer. Connected with advertising work twelve years. This agency solicits accounts in all fields and is particularly adapted to serve those with a technical background. At present handles thirty-two accounts, of which the oldest and largest are British Empire Steel Corp., Ltd., McArthur Irwin, Ltd., and Alexander Murray & Co., Ltd.

**BOWMAN, HOGE, LTD.** Established 1924  
210 Dundas Street, West, Toronto  
Branch: 1410 Stanley Street, Montreal  
Recognitions: CDNA; CNN & PA; CWNA; APA.

J. MORLAND BOWMAN, President. Ten years' general advertising work. C. L. HANNON, Account Executive. In advertising field fifteen years. E. WEAVER, Account Executive. Connected with advertising work for five years. D. N. MORRIS, Montreal Manager. Four years' advertising experience. Miss E. A. PATTERSON, Space Buyer.

This organization is well-equipped to service general and financial accounts. The three oldest of its fifteen clients are International Silver Co., Monarch Knitting Co. and Lever Bros.

**CAMPBELL-EWALD LIMITED** Established 1922  
372 Bay Street, Toronto, Ont.  
Branch: Confederation Building, Montreal, Quebec  
Recognitions: CDNA; CWNA; CNN & PA.

M. D. BERGEY, President. Varied experience as advertising manager, business executive, educationalist and lecturer. J. A. MACLAREN, Vice-President and Merchandising Director. Formerly newspaper writer, war correspondent and business executive. E. FERRES, Director. Typographical expert, author and art critic. I. E. REYNOLDS, Secretary-Treasurer. Previous



## Advertising Well Directed

**T**O American manufacturers interested in Canada's growing markets, Campbell-Ewald, Limited, offers an advertising service absolutely unique . . . a fund of international experience combined with a specialized knowledge of Canadian conditions, possibilities and requirements.

Campbell-Ewald, Limited, is a complete, self-contained Canadian organization, with offices at Toronto, Montreal and Vancouver, with a staff of fifty experienced Canadians, equipped to deal with all problems relating to Canadian advertising, market analysis and research, and covering every phase of advertising work, including national, local and direct-mail advertising, editorial service work, house-organs radio broadcast continuities, merchandising plans and field service.

It is by the unique character of its organization and service that Campbell-Ewald, Limited, is able to handle successfully the advertising accounts of such firms as General Motors of Canada, Limited, and Canadian General Electric Company, Limited.

*Enquiries regarding Canadian Advertising, Merchandising  
Distribution and Market Data will receive prompt  
and careful attention.*

# CAMPBELL-EWALD LIMITED

M. D. BERGEY, President

372 BAY STREET . . . TORONTO

Montreal---1253 McGill College

Vancouver---Shelly Building

In Australia—Campbell-Ewald (Australia) Limited - Dalton House, 115 Pitt St., Sydney, Australia

*Affiliated in the United States with CAMPBELL-EWALD COMPANY*

Detroit New York Chicago Seattle Los Angeles San Francisco Portland, Ore. PARIS, France



**CAMPBELL-EWALD, Ltd.—Continued**

business experience. MISS BRYCE, Research Director. CHARLES MUSGROVE, Space Buyer.

This agency solicits large national accounts, general, financial and technical, and any account that requires a special knowledge of Canadian market conditions. Individual members of the staff give particular attention to radio, business paper and direct mail advertising and publicity news service. Handles twenty accounts, the oldest being General Motors of Canada, Ltd., Canadian General Electric Co., Ltd., and Woolsey's, Ltd., England. The three largest are General Motors of Canada, Ltd., Canadian General Electric Co., Ltd. and Henry Morgan & Co.

**CANADIAN ADVG. AGENCY, LTD.** Established 1904

Unity Building, Montreal, Canada

Branches: 205 Yonge Street, Toronto; Paris, France.

Member: CAAA.

Recognitions: CDNA.

F. E. FONTAINE, President. R. R. DELONG, Vice-President. H. FONTAINE, Secretary-Treasurer.

This agency is organized to serve accounts in all lines. The three oldest are L. O. Grothe, Ltd., Hiram Walker & Sons, Ltd., and Rock City Tobacco Co., Ltd. The three largest are Hiram Walker & Sons, Ltd., Dominion Government and L. O. Grothe, Ltd.

**COCKFIELD, BROWN & CO., LIMITED** Est. 1913

Canada Cement Building, Montreal

Branch: Metropolitan Building, Toronto, Ont.

Member: CAAA; ABC.

Recognitions: CDNA; CNN & PA; ANPA; ABP; APA.

G. WARREN BROWN, President. Eleven years with this agency. At one time sales manager of Herald Press Limited; later with Can. Poster Association. E. M. EMERY, Vice-President and Merchandising Director. Eleven years with this agency; formerly advertising manager of Lake of the Woods Milling Co., Ltd. T. L. ANDERSON, Vice-President in charge of Toronto office. With the agency for ten years. H. R. COCKFIELD, Vice-President and Managing Director. Sixteen years with this agency. Formerly superintendent of the Herald Press Limited. CAMPBELL L. SMART, Director. Two and one-half years with this agency; formerly advertising manager with Simmons Limited. W. G. ABEL, Director. With the agency four years; formerly agricultural publishers' representative. GORDON SCOTT, Director. Partner, P. S. Ross & Sons, Ltd., Montreal. WILLIAM WALLACE GOFORTH, Research Director. H. R. CONWAY, Space Buyer, Montreal. MISS O. NEWTON, Space Buyer, Toronto.

This agency, a consolidation of Advertising Service Co., Ltd., and National Publicity Limited, specializes in general, financial and resort advertising. It has specialists in publicity news service and business paper and direct-mail advertising. Handles

eighty-five accounts, the three oldest of which are Brandram Henderson, Ltd., Canada Cement Co., Ltd., and Imperial Oil, Ltd. The largest are Dominion Rubber Co., Ltd., Imperial Oil, Ltd., and Canadian National Railways.

**CRAWFORD-HARRIS ADVERTISING SERVICE**

Province Building, Vancouver, Canada

Recognitions: CDNA; CWNA; CNN & PA; APA.

**E. STERLING DEAN ADVG. AGENCY** Est. 1913

8-10 Wellington Street, East, Toronto 2, Ont.

Member: CAAA.

Recognitions: CDNA; CWNA; CNN & PA.

The services of this agency are general.

**A. J. DENNE & CO., LTD.**

Established 1921

15th Floor, Star Building, 80 King Street, West, Toronto, Ont.

Member: CAAA; ABC.

Recognitions: CDNA; CWNA; CNN & PA.

A. J. DENNE, President. Twenty-one years in advertising agency work in Canada, sixteen years as manager. R. O. McKEOWN, Vice-President. Formerly engaged in commercial art and engraving; later in sales department work. With this agency for the past seven years. E. R. WHITE, Production Manager. Thirteen years' newspaper, trade journal and printing house experience in a creative capacity. A. G. WHITE. Advertising and business manager of leading class publication for four years. F. M. WRIGHT, Space Buyer.

This agency serves forty accounts, general and financial, the oldest of which are Swift Canadian Co., Ltd. (Premium Hams and Bacon)—Silverleaf Lard—Brookfield Butter, Eggs and Cheese), Mennen Co. (Shaving Cream and Talcums) and Lea & Perrins.

**DESBARATS ADVG. AGENCY, LIMITED** Est. 1892

Desbarats Building, 1029 Beaver Hall Hill, Montreal.

Branch: 61 Adelaide Street, East, Toronto, Ont.

Member: CAAA.

Recognitions: CDNA; CWNA; CNN & PA; ANPA; APA; AHMP.

E. DESBARATS, President. In active management since 1892. President of Canadian Association of Advertising Agencies, 1916-1917. J. J. GALLAGHER, Vice-President. Trade paper experience; with this agency since 1917. A. H. MACLAUCHLAN, Ontario Manager. Experience with T. Eaton Co., advertising and consulting advertising. E. W. DESBARATS, Space Buyer, Montreal.

An agency specializing in general and mail-order advertising. Albert Soaps, Limited, Dominion Corset Co., Quebec, and W. Clark, Limited, have been clients of this agency for more than twenty-five years. The agency handles over sixty accounts, the largest being W. Clark, Limited, and The Borden Co.

# "On the spot" in Canada

## —and know conditions

Member

CANADIAN  
ASSOCIATION  
OF  
ADVERTISING  
AGENCIES

Member

AUDIT BUREAU  
OF  
CIRCULATIONS

Possessing every qualification of an up-to-date Advertising Agency, including Experience, Equipment, Energy, Alertness, Sound Judgment and Intelligent Service.

A. J. Denne & Company, Limited, numbers among its Clients some of the most distinguished Canadian, U.S.A. and British Firms, embracing a wide variety of products.

Correspondence invited.

## A. J. DENNE & COMPANY

General Advertising Agents  
and Advertising Counsel

LIMITED

STAR BUILDING

TORONTO, CANADA

A. J. DENNE  
R. O. McKEOWN  
E. R. WHITE  
A. G. WHITE



**EASTMAN ADVERTISING COMPANY**

Province Building, Vancouver, Canada

Recognitions: CDNA; CNN &amp; PA.

**FEDERAL ADVG. AGENCY, LTD.** Established 1916

Richmond Building, London, Ont.

Branches: Terminal Building, Hamilton, Ont. Confederation Life Building, Toronto, Ont.

Member: CAAA.

Recognitions: CDNA; CWNA; CNN &amp; PA.

T. H. YULL, President, Managing Director and Space Buyer. Twenty years' agency experience. S. P. WESTAWAY, Vice-President and Space Buyer. Ten years' agency experience. R. R. FARYOU and E. G. BENNETT, Space Buyers.

This agency specializes in general and financial advertising. It handles sixty accounts, the oldest of which are Huron & Erie Mortgage Corp., London Life Insurance Co. and Sherlock-Manning Piano Co. The largest are Kelvinator of Canada, Ltd., London Life Insurance Co. and Muellers, Ltd.

**FINANCIAL ADVERTISING CO. OF CANADA, Ltd.**

653 Craig Street, W., Montreal, Quebec

Recognitions: CDNA; CWNA; CNN &amp; PA.

**WM. FINDLAY CO., Ltd.**

67 Yonge Street, Toronto, Ontario

Recognitions: CDNA; CWNA; CNN &amp; PA; APA; AHMP.

An association has been formed between this agency and Lord & Thomas & Logan, Inc. Wm. Findlay Co. now serves in Canada all Lord & Thomas & Logan accounts from United States and Great Britain and has at its disposal all the facilities of Lord & Thomas & Logan, Inc., for the service of Canadian advertisers.

**THE JAMES FISHER CO., LTD** Established 1920

204 Richmond Street, West, Toronto 2, Ont.

Branch: 1253 McGill-College Avenue, Montreal, P. Q.

Member: CAAA.

Recognitions: CDNA; CWNA; CNN &amp; PA; APA; AHMP.

JAMES FISHER, President. Twenty-five years' agency experience. W. H. BOWMAN, Vice-President. Twenty-five years' agency experience. H. M. REID, Office Manager, Montreal. Eighteen years in advertising work. GEO. A. MARTIN, Secretary-Treasurer. In agency work for seven years. A. W. LINGINGTON, Research Director. W. R. JOHNSTON, Space Buyer, Toronto. A. W. HOUGHTON, Space Buyer, Montreal.

This agency handles fifty general accounts, the oldest of which are Canada Cycle & Motor Co., Ltd., Mutual Life Assurance Co. of Canada and Gibbard Furniture Shops. The largest are Canadian Marconi Co., Canadian Cannery, Ltd., and Canada Cycle & Motor Co. The agency has specialists in direct-mail and publicity news service.

**GENERAL NEWS & ADVERTISING AGENCY, Ltd.**

Canada Cement Building, Montreal, Quebec, Canada

Recognitions: CDNA; CWNA; CNN &amp; PA.

**J. J. GIBBONS, LIMITED**

Established 1896

119 Wellington Street, West, Toronto, Ontario

Branches: Fairbanks Morse Building, Montreal, Quebec. Lister Block, Hamilton, Ontario; Scott Block, Winnipeg, Manitoba; Dominion Bank Building, Vancouver, B. C.; 2152 Graybar Building, New York, N. Y., and Premier House, 150 Southampton Row, London, W. C. 1, England.

Member: CAAA; ABC.

Recognitions: CDNA; CWNA; CNN &amp; PA; ANPA; PPA.

J. J. GIBBONS, President. G. M. MURRAY, Assistant to the President. W. H. HOARE, Secretary-Treasurer. R. A. BARFORD, O. F. BURKART, W. M. CHISHOLM, G. GORDON, P. C. HOWES, A. B. JOHNSTON, W. C. McNAUGHT, G. E. OXLEY, B. W. ROWE, A. J. TALLMAN, H. M. TEDMAN, E. P. THOMPSON, Account Executives. N. L. MacLEAN, Chief of Plans and Copy. Miss E. HUGHES, Space Buyer. D. F. TEES, Manager, Montreal. W. M. EULER, Manager, Hamilton. G. E. HUNTER, Manager, Manitoba. R. A. HUTCHISON, Manager, Vancouver. T. L. BRIGGS, Manager, New York. Lt. COL. H. A. MOORE, Resident Director, London.

One of the oldest as well as one of the largest agencies in Canada, handling over two hundred accounts, thirty-six for a continuous period of ten years or more, and six for a continuous period of twenty years or more.

For further information concerning this agency see page 353.

**HAMILTON ADVRS. AGENCY, LTD.**

Est. 1913

17 Main Street, East, Hamilton, Canada

Recognitions: CDNA; CWNA; CNN &amp; PA.

RUSSELL T. KELLEY, President and Merchandising Director. A. M. MUNTE, Secretary-Treasurer. R. C. GORDON, Space Buyer.

This is one of the leading agencies in Hamilton, specializing in radio and motor advertising. In the motor field the agency serves Studebaker Co., Firestone Tire & Rubber Co., Tide Water Oil, USL Battery and Frost-Cop, an anti-freeze; in the radio field it gives advertising counsel to Westinghouse Co., both for radio sets and radiotrons. The president of this agency annually makes a trip across Canada from Halifax to Victoria, investigating conditions in the different provinces and in most cases addressing dealer meetings and meetings of salesmen. The agency serves twenty accounts.

**F. W. HUNT ADVG. SERVICE**

Established 1922

33 Richmond Street, West, Toronto, Ontario

Recognitions: CNN &amp; PA; CWNA.

FRANK W. HUNT, Space Buyer. Nineteen years' advertising

## To Reach the Canadian Market

requires first-hand knowledge of the Canadian field.

Our knowledge of manufacturing methods and costs—of marketing, publishing, advertising, and of Canadian habits and customs, has secured outstanding results for our clients—among whom are a number of well-known U. S., British and Canadian firms.

## F. W. HUNT ADVERTISING SERVICE

33 Richmond Street West

TORONTO

Phone  
ADelaide 1740

Cable Address  
HUNTADSER



**F. W. HUNT ADVG. SERVICE—Continued**

manager for manufacturers. Agency experience of seven years. GEORGE M. SMITH, Space Buyer. In sales promotion work for manufacturers five years. Connected with business papers four years. Five years' agency experience. IVY MAISON. Special writer and publicity man six years. In agency work three years. BERYL FOSTER, Space Buyer. Publisher one year. Agency experience of four years.

This agency is organized to give efficient service to business in all fields but particularly to technical, mail-order and agricultural advertisers. Members of this organization specialize in business paper advertising and publicity news service. Of its forty clients the three oldest are T. Eaton Life Assurance Co., Masco Co., Ltd., and Flexible Shaft Co., Ltd. The three largest are T. Eaton Life Assurance Co., Geo. H. Hees, Son & Co., Ltd., and Flexible Shaft Co., Ltd.

**IMPERIAL PUBLISHING COMPANY, Ltd.**

612 Barrington Street, Halifax, Canada

Recognitions: CDNA; CWNA; CNN & PA.

**CLARK E. LOCKE, LTD.**

Established 1923

Harbor Commission Building, Toronto, Ont.

Recognitions: CDNA; CNN & PA.

CLARK E. LOCKE, President. Formerly advertising manager of Robert Simpson & Co., Ltd., Toronto. ELTON JOHNSON, Vice-President. Has had experience in newspaper editorial work and as editor of various trade and class magazines. J. E. MUMFORD, Secretary-Treasurer and Space Buyer.

This agency handles thirty-six general accounts.

**GEORGE H. MACDONALD, LTD.**

Established 1923

80 King Street, Toronto, Ont.

Member: CAAA.

Recognitions: CDNA; CNN & PA; ANPA; PPA; APA; AHMP.

GEORGE H. MACDONALD, President. Twenty-eight years' advertising experience. JOSEPH W. G. CLARK, Vice-President. Ten years in advertising. KENNETH PETTIS, Managing Director. Ten years' experience. H. C. MIGHT, Director. Advertising experience covers nine years.

A progressive agency handling forty-six accounts, general and mail-order. The three oldest clients are Tip Top Tailors, Ltd., Geo. Weston, Ltd., and Dunfield & Co. The largest are General Steelwares, Ltd., Tip Top Tailors, Ltd., and C. C. Wakefield & Co., Ltd.

**MacPHERSON-McCURDY, LTD.**

Establish 1908

Bell Building, Winnipeg, Canada

Recognitions: CDNA; CWNA; CNN & PA; ANPA; APA.

H. LAVENDER, Managing Director and Space Buyer. Five years' farm paper experience; seventeen years in agency work. J. L. C. MacPHERSON, Secretary. One year with the agency. F. PORTIGAL, Treasurer. C. W. McQUILLIN, Space Buyer.

This is one of the leading agencies in Western Canada, organized to meet the requirements of general and financial advertisers. Serves twenty-five accounts, the oldest being Osler Hammond & Nauton, Ltd., The Standard Trust Co., and J. J. H. McLean & Co., Ltd. The largest are James Richardson & Sons, Ltd., Stobie-Forlong-Matthews, Ltd., and Holt, Renfrew & Co., Ltd.

**A. McKIM, LIMITED**

Established 1889

Phillips Square, Montreal

Branches: Halifax, Toronto, Hamilton, Winnipeg, Calgary, Vancouver, London, Eng.

Member: CAAA; ABC.

Recognitions: CDNA; CWNA; CNN & PA; ANPA; APA; AHMP.

This is one of the outstanding, long established Canadian agencies. It is well qualified by experience and organization to handle general, financial, technical, school, resort and mail-order accounts.

**McCONNELL & FERGUSON, Ltd.**

Dundas and Market Streets, London, Ontario

Recognitions: CDNA; CWNA; CNN & PA.

**MITFORD ADVG., LIMITED**

Est. 1926

Federal Building, Toronto, Ont.

Recognitions: CDNA; CWNA; CNN & PA; ANPA; ABP; APA.

GEO. H. K. MITFORD, President and General Manager. Thirteen years' selling, editorial and advertising experience. J. W.

NICHOLS, Vice-President and Space Buyer. ROBERT FORSYTH, Secretary. G. N. SIMPSON, Space Buyer.

This agency has a well-trained staff, devoting special attention to radio, business paper and direct-mail advertising and publicity news service and prepared to handle general, financial, technical and mail-order accounts. Serves twenty-four clients, the oldest of which are Durant Motors of Canada, Ltd., Film & Slide Co. of Canada, Ltd., and Leo Feist, Ltd. The largest are Durant Motors of Canada, Ltd., Pennzoil Co., Ltd., and Canadian I. T. S. Rubber Co., Ltd.

**R. SYKES MULLER CO., LTD.**

Established 1919

New Birks Building, Montreal, Quebec

Branch: 1002 Excelsior Life Building, Toronto

Recognitions: CDNA; CNN & PA; CWNA; ANPA; PPA; ABP.

R. SYKES MULLER, President and Research and Merchandising Director. Thirty years' advertising, merchandising, selling, publication and agency experience with N. W. Ayer, Morse International, Gagnier Advertising Service, Sing Fat Co., Steinhart Bros. & Co., New York Times and Canadian Advertising Agency. H. L. PERCHARD, Vice-President. Not active. W. J. THISTLE, Secretary-Treasurer. Agency experience of seven years. P. WOOLLCOMBE. Handled advertising accounts ten years. J. E. BENNETT, Space Buyer. Ten years' experience in agency production and contact. J. H. FITZGERALD, Manager, Toronto. Formerly advertising manager, Office Specialty Mfg. Co. Five years with this company working in Toronto territory.

This agency is noted for its ability to help create sales, rather than as a copy and placing agency. It is especially fitted to handle all types of advertising, but particularly general, financial and technical. Has twenty-three accounts of which the oldest as well as largest are White Star Line Canadian Service, Dominion Stores, Ltd., and Office Specialty Mfg. Co., Ltd.

**NORRIS-PATTERSON, LIMITED**

Established 1904

105 Bond Street, Toronto, Ont.

Branches: 980 St. Antoine Street, Montreal, P. Q. 6 Union Building, Edmonton, Alta.

Member: CAAA; ABC.

Recognitions: CDNA; CWNA; CNN & PA; ANPA; PPA; ABP; APA.

JOHN P. PATTERSON, President and General Manager. M. H. PATTERSON, Vice-President. L. McLEAN, Secretary-Treasurer. The experience of the principals averages twenty-five years. C. H. REMY, Research Director. W. E. COX, Merchandising Director. E. M. CARLETON and V. McDougall, Space Buyers. One of the leading agencies in Canada specializing in general and radio advertising. Gives counsel and service to one hundred and fifty clients, the three oldest of which are E. W. Gillett Co., Ltd., The Shredded Wheat Co. and Cudahy Packing Co. The largest are E. W. Gillett Co., Ltd., The Shredded Wheat Co. and Majestic Radios.

**PRESS AGENCY BUREAU, Ltd.**

Dinneen Building, Toronto, Ontario, Canada

Recognitions: CDNA; CWNA; CNN & PA.

**THORNTON PURKIS**

Established 1920

330 Bay Street, Toronto, Ont.

Branches: Coronation Building, Montreal, Quebec McIntyre Block, Winnipeg.

Recognitions: CDNA; CWNA; CNN & PA; ANPA.

THORNTON PURKIS. DAVID JACKSON, Toronto. C. P. Sutcliffe, Montreal. R. G. BEATTIE, Winnipeg. G. RACE, Space Buyer, Toronto.

An agency specializing in general, financial, insurance and domestic products advertising. Serves thirty accounts, some of the oldest being Royal Securities Corp. and Confederation Life Assn. The largest are Royal Securities Corp., Salada Tea and Canada Bread.

**RONALDS ADVERTISING AGENCY, Ltd.**

Est. 1923

Keefer Building, Montreal, Quebec, Canada

Branch: Security Building, Windsor, Ontario

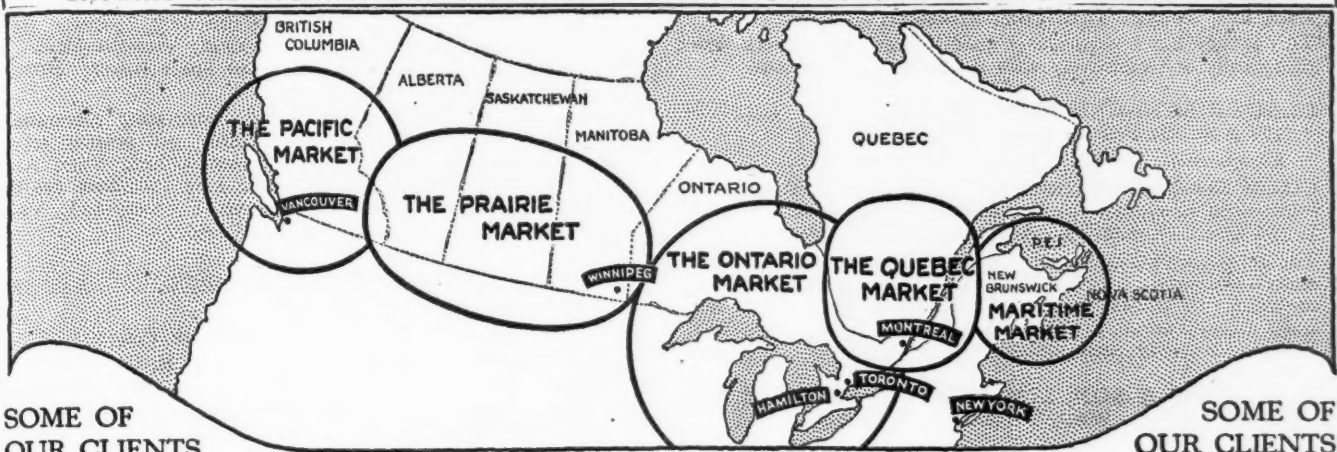
Member: CAAA; ABC.

Recognitions: CDNA; CWNA; CNN & PA; ANPA; PPA.

W. P. TUTTLE, President. Previously twenty years in United States and Canada with Frank Presbrey Co.; advertising manager Lamont, Corliss & Co.; vice-president O'Sullivan Rubber Co. in charge of advertising. RUSSELL C. RONALDS, Vice-President. Previously with Howard Smith Paper Mills, Ltd.; sales manager National Paper Co., Ltd. E. M. PUTNAM,



## SHOWING THE LOCATIONS OF THE GIBBONS SERVICE STATIONS FOR CANADIAN ADVERTISING

SOME OF  
OUR CLIENTSSOME OF  
OUR CLIENTS

Lux  
Force  
Jeysol  
Rinso  
Bacardi  
Zippers  
T-N Toilet  
Leipzig Fair  
Thermogene  
Hovis Bread  
Teck Valves  
Century Salt  
Convindo Port  
Cosmopolitan  
Comfort Soap  
Lifebuoy Soap  
Goodrich Tires  
Nicholson Files  
Eno's Fruit Salt  
Jaeger Woollens  
Boeckh Brushes  
Haig's Whiskey  
Ryrie-Birks Ltd.  
Aladdin Houses  
Calgary Brewery  
Bright's Concord  
Cockshutt Plows  
Kitchen Overalls  
Neilson's Candies  
Osler & Hammond  
Cunard Steamships  
Good Housekeeping  
Canadian Red Cross  
Speirs, Parnell Bread  
Drewry's Ginger Ale  
Ontario Tourist Bureau  
Allan, Kellam & McKay  
Robert Simpson Limited  
Massey Harris Implements  
Dominion Securities Corp.  
Canada Life Assurance Co.  
Imperial Life Assurance Co.  
Province of Ontario Savings  
Brandram Henderson Paints

To get the best results from your advertising  
in Canada, you must use a Canadian Agency!

Canadian agencies are specialists in advertising to Canadian people. It is their business to know Canadian people, with their different racial and temperamental characteristics, and to know Canadian markets with the varying factors that determine their purchasing power, as no other agency in another country could possibly know them.

And among Canadian Agencies you will be wisest to choose one that combines years of successful experience with the ability to give localized service in the chief centres of Canadian distribution.

# GIBBONS KNOWS CANADA

NEW YORK OFFICE

Thomas L. Briggs

Manager for United States  
2152 Graybar Bldg.  
NEW YORK

Virol  
Rinex  
Bovril  
Vi-Tone  
Celanese  
Nash Cars  
Sani-Tread  
City Dairy  
Fry's Cocoa  
Purity Flour  
Punch Cigars  
Gevaert Films  
Sunlight Soap  
Cream of Milk  
Viyella Flannel  
Vapo Cresolene  
Lux Toilet Soap  
Parkhill Bedding  
Dewar's Whiskey  
Hudson's Bay Co.  
A. E. Ames & Co.  
"Save the Surface"  
Montreal La Presse  
Winnipeg Tribune  
Mount Royal Hotel  
King Edward Hotel  
Swift Canadian Co.  
Seaman Kent Floors  
Vancouver Province  
Bank of Nova Scotia  
Garden City Feeders  
Hercules Turpentine  
Cadbury's Chocolates  
G. F. Stephens & Co.  
Crown Life Insurance  
British American Oils  
Louden Machinery Co.  
Toronto Hydro Electric  
American Watch Cases  
Lindsay Industrial Alcohol  
Western Steel Products Ltd.  
National Life Assurance Co.  
Manitoba Provincial Savings  
Prov. of Ont. Lands & Forests

## J.J. GIBBONS LIMITED

119 WEST WELLINGTON STREET ——— TORONTO, CANADA  
BRANCHES - MONTREAL - HAMILTON - WINNIPEG - VANCOUVER - LONDON, ENG.

**RONALDS ADVERTISING AGENCY, Ltd.**—Continued Secretary. Formerly advertising manager Canadian Explosives, Ltd. **SIDNEY T. RITCHIE**, Treasurer.

This agency has a particularly good background to work sympathetically and effectively with American organizations.

**CLAUDE SANAGAN ADVG. AGENCY** Est. 1924  
129 Adelaide Street, West, Toronto, Ont.

Recognitions: *CWNA; CNN & PA.*

**CLAUDE SANAGAN**, Proprietor and Space Buyer. At one time engaged in newspaper work; later advertising manager with Willys-Overland, Ltd. **E. A. STEVEN**, Space Buyer.

The activities of this agency are divided among general, automotive and music accounts. Serves fifteen clients, the oldest of which are **Mason & Risch, Ltd.**, **Fairweathers, Ltd.**, and **Sully Brass Foundry**. The largest are **Mason & Risch, Ltd.**, **Fairweathers, Ltd.**, and **Mohawk Radio, Ltd.**

**R. C. SMITH & SON, LIMITED** Established 1913  
80 King Street, West, Toronto

Member: *CAAA.*

Recognitions: *CDNA; CWNA; CNN & PA.*

**ROBERT C. SMITH**, Research Director. Forty-five years' newspaper and advertising experience. **ADAM F. SMITH**, Merchandising Director. In advertising work twenty-five years. **MABEL STOAKLEY**. Advertising experience of sixteen years. **W. A. DUTTON**. Sixteen years in advertising field. **Miss M. B. MULLHOLLAND**, Space Buyer.

A capable agency qualified to serve accounts of every classification. Among its clients the oldest as well as largest are **Kellogg Co.**, **Canadian National Carbon Co., Ltd.**, and **Toronto & Canadian Milk Products, Ltd.**

**STEVENSON & SCOTT, LTD.** Established 1918  
276 St. James Street, Montreal, Quebec

Recognitions: *CDNA; CNN & PA.*

**R. O. STEVENSON**. Twenty-five years' advertising and selling experience. **F. E. SCOTT**. Fifteen years in newspaper and advertising work. **H. E. SMITH**, Space Buyer. Ten years' agency experience.

This agency formerly **Dominion Advertisers, Ltd.**, serves twenty-five clients, the oldest of which are **Dominion Glass Co., Ltd.**, **Murphy Varnish Co., Ltd.**, and **Saltrates, Inc.** The largest are **Dawes Brewery, Moirs, Ltd.**, and **Beach Foundry, Ltd.**

**TANDY ADVG. AGENCY, LTD.** Est. 1927

204 Richmond Street, West, Toronto, Canada

Recognitions: *CDNA; CNN & PA.*

**H. M. TANDY**, President. **J. A. COOPER**, Vice-President. **J. P. HAMILTON**, Secretary-Treasurer and Space Buyer. **STUART MACFARLANE**, Director.

This agency has well-organized staff cooperating successfully with financial and technical advertisers. At present serves fifty accounts, of which **Tuckett Tobacco, Ltd.**, **Valet Auto Strop Razor Co., Ltd.**, and **Excelsior Life Insurance** are the oldest. The three largest are **Tuckett Tobacco, Ltd.**, **Valet Auto Strop Co., Ltd.**, and **Distillers Corp.**

**VICKERS & BENSON, REGISTERED** Est. 1925  
312 Keffer Building, Montreal

Recognitions: *CDNA; CWNA; CNN & PA.*

**R. H. VICKERS**. **D. F. BENSON**. **Lt. Col. R. O. WHEATLEY**, Research Director. **R. C. GAISFORD**. **J. A. HOLLAND**, Merchandising Director. **R. JETTE**. In charge French Department. **M. KEEGAN**, Space Buyer.

An agency equipped to serve all accounts and especially those of a financial, technical, mail-order, beverage or travel nature. The staff is thoroughly experienced in radio, business paper and direct-mail advertising and publicity news service. Handles thirty-four accounts. Three oldest are **Canada Starch Co., Ltd.**, **Boswell's Brewery & Shell Co. of Canada, Ltd.** The largest are **Canada Starch Co., Ltd.**, **Frontenac Breweries, Ltd.**, and **Distillers Corp. of Canada.**

**WALSH ADVG. AGENCY CO., LTD.** Est. 1928  
501 Security Building, Windsor, Ont.

Recognitions: *CDNA; CNN & PA.*

**THOS. E. WALSH**, President. Formerly advertising manager, **London Advertiser**. Secretary-treasurer, **Federal Advertising Agency, Ltd.**, London. **A. J. GILCHRIST**, Space Buyer.

A capable agency prepared to give efficient service to advertisers in every field. Of its twenty-eight clients the oldest and largest are **Scott & McHale, Ltd.**, London, **Harvey Knitting**

**WILLIAMS & CUNNINGHAM, Inc.**  
Metropolitan Building, Toronto, Ontario

Recognitions: *CNN & PA.*

This is the Canadian office of **Williams & Cunningham, Inc.**, Chicago, Ill.

## CANADIAN NEWSPAPER CIRCULATION AND RATES

Province, City and Newspaper §With Populations of Cities and Trading Zones	ABC Circulation	Origin	Gross Rate Per Line	Province, City and Newspaper §With Populations of Cities and Trading Zones	ABC Circulation	Origin	Gross Rate Per Line
<b>ALBERTA</b>				<b>NEW BRUNSWICK</b>			
<b>CALGARY</b> (75,000-200,000)				<b>FREDERICTON</b>			
Albertan (M)	14,069	ABC	.07	Gleaner (E)	7,350	Sworn	.75*
Herald (E)	29,267	ABC	.11	<b>MONCTON</b>			
<b>EDMONTON</b> (70,000-300,000)				Times (M)	5,384	Sworn	.04
Bulletin (E)	17,305	ABC	.06f	Transcript (E)	5,301	Sworn	.04
Journal (E)	31,120	ABC	.10	<b>SAINT JOHN</b> (61,000-388,092)			
<b>LETHBRIDGE</b> (12,000-70,000)				Telegraph-Journal & Times-Globe (M&E)	33,116	ABC	.20
Herald (E)	6,762	ABC	.04f	<b>NOVA SCOTIA</b>			
<b>BRITISH COLUMBIA</b>				<b>GLACE BAY</b>			
<b>VANCOUVER</b> (300,000-350,000)				Gazette (E)	6,144	Sworn	.035
Province (E)	78,778	ABC	.16f	<b>HALIFAX</b> (70,333)			
Province (S)	90,749	ABC	.18f	Chronicle (M)	14,378	ABC	.10
Star (M)	20,866	ABC	.08f	Star (E)	18,357	ABC	.10
Sun (E ex. Sat. & S)	68,497	ABC	.15f	Combined (M & E)	32,735	ABC	.15
<b>VICTORIA</b> (62,665-85,084)				Herald & Mail (M & E)	43,130	ABC	.12f
Colonist (M ex. Mon. & S)	11,077	ABC	.065f	<b>SYDNEY</b> (25,000-80,000)			
Times (E)	9,971	ABC	.06f	Post (M & E)	6,523	ABC	.05
<b>MANITOBA</b>				<b>ONTARIO</b>			
<b>WINNIPEG</b> (255,974-268,500)				<b>BRANTFORD</b> (30,000-51,000)			
Free Press (M & E)	72,303	ABC	.15f	Expositor (E)	11,268	ABC	.07
Tribune (E)	39,674	ABC	.10f	<b>CHATHAM</b> (14,118-59,000)			
				News (E)	6,996	ABC	.035f

f Indicates flat rate newspaper.

§ City populations, and trading zone populations wherever the latter are available, follow names of cities.



## CANADIAN NEWSPAPER CIRCULATIONS AND RATES (Continued)

Province, City and Newspaper §With Populations of Cities and Trading Zones	ABC Circulation	Origin	Gross Rate Per Line	Province, City and Newspaper §With Populations of Cities and Trading Zones	ABC Circulation	Origin	Gross Rate Per Line
<b>ONTARIO</b> (Continued)				<b>PRINCE EDWARD ISLAND</b>			
<b>FORT WILLIAM</b> (22,339-36,000) Times-Journal (E)	6,487	ABC	.03f	<b>CHARLOTTETOWN</b> (88,615) Guardian (M)	5,343	ABC	.10
<b>GALT</b> (19,000-32,000) Reporter (E)	5,361	ABC	.05	<b>QUEBEC</b>			
<b>GUELPH</b> (19,857-30,000) Mercury (E)	6,106	ABC	.05	<b>CHICOUTIMI</b> (17,551-101,145) Le Progres Du Saguenay (E)	9,060	ABC	.06
<b>HAMILTON</b> (134,566-235,000) Herald (E) Spectator (E)	13,753 38,431	ABC ABC	.15 .15	<b>MONTREAL</b> (836,304-979,027) Canada, Le (M) (French) Devoir, Le (E) (French) Gazette (M) Herald (E) Patrie, La (E) (French) Press, La (E) Canadian Edition Press, La (E) U. S. Edition Press, La (E) Combination Standard (Sat.) Star (E)	10,781 13,535 37,784 14,355 27,754 142,175 21,270 163,445 121,436 122,972	ABC ABC ABC ABC ABC ABC ABC ABC ABC ABC	.25 .10 .30 .10 .20 .30 .10f .35 .15 f .30
<b>KINGSTON</b> (27,000-45,000) Whig-Standard (E)	11,613	ABC	.07	<b>QUEBEC</b> (164,607-216,281) Action Catholique (E) (French) Chronicle-Telegraph (E) Envenement, L' (M) (French) Soleil, Le (E) (French)	17,327 6,082 20,405 47,817	ABC ABC ABC ABC	.10 .15 .06f .12f
<b>KITCHENER-WATERLOO</b> (28,000-50,000) Record (E)	10,042	ABC	.05	<b>SHERBROOKE</b> (26,000-175,000) Record (E) Tribune, La (E) (French)	9,538 8,852	ABC ABC	.08 .10
<b>LONDON</b> (62,000-350,000) Advertiser (M & E) Free Press (M & E)	19,172 43,638	ABC ABC	.13 .15	<b>THREE RIVERS</b> (35,000-125,000) Nouveliste, La (E) (French)	11,008	ABC	.05f
<b>OSHAWA</b> (26,500-36,000) Times (E)	5,520	ABC	.035	<b>SASKATCHEWAN</b>			
<b>OTTAWA</b> (218,000-345,000) Citizen (M & E) Droit, Le (E) (French) Journal Dailies (M & E)	32,820 13,892 33,974	ABC ABC ABC	.09f .05f .09f	<b>MOOSE JAW</b> (21,000-100,000) Herald and Times (M & E)	7,701	.....	.05f
<b>OWEN SOUND</b> (12,33-698,418) Sun-Times (E)	6,913	ABC	.05	<b>REGINA</b> (37,078-200,000) Leader and Post (M & E) Star (E)	33,110 16,321	ABC ABC	.09f .06f
<b>PETERBOROUGH</b> (22,012-33,000) Examiner (E)	8,069	ABC	.05	<b>SASKATOON</b> (40,000-200,000) Star-Phoenix (M & E)	25,920	.....	.08f
<b>ST. CATHARINES</b> (24,094-63,500) Standard (E)	10,175	ABC	.05f	<b>NEWFOUNDLAND</b>			
<b>ST. THOMAS</b> (20,327-50,000) Times-Journal (E)	8,526	ABC	.06	<b>ST. JOHN'S</b> (40,000) Telegram (E)	9,370	Sworn	.60*
<b>SARNIA</b> (19,500-45,000) Canadian Observer (E)	6,231	ABC	.055				
<b>SAULT STE. MARIE</b> (23,000-52,000) Star (E)	6,086	ABC	.045				
<b>STRATFORD</b> (18,671-50,000) Beacon-Herald (E)	9,431	ABC	.07				
<b>TORONTO</b> (621,000-1,060,000) Globe (M) Mail & Empire (M) Star (E) Star (S) Telegram (E)	99,763 111,745 174,102 207,211 130,177	ABC ABC ABC ..... ABC	.30 .35 .30 .40 .30				
<b>WINDSOR</b> (115,000-170,000) Border Cities Star (E)	34,705	ABC	.11f				
<b>WOODSTOCK-INGERSOLL</b> (16,285-40,000) Sentinel-Review (E)	6,044	ABC	.03f				

## CANADIAN MAGAZINE CIRCULATION AND RATES

Publication	Issued	ABC Circulation	Maximum Page Rate	Maximum Line Rate
Canadian Child.....	M	13,858	71.40	.17
Canadian Home Journal.....	M	102,279	630.00	.....
Canadian Magazine.....	M	51,605	420.00	.60
Canadian Messenger of the Sacred Heart.....	M	64,883	150.00	1.00
Chatelaine, The.....	M	90,000	560.00	.80
Echoes (I. O. D. E.).....	O	9,760	140.00	.20
Film, Le (French).....	M	9,508	42.00	.10
Goblin.....	M	33,783	.....	.25
Le Voix Nationale.....	M	23,310	140.00	.....
Maclean's Magazine.....	S-M	133,280	840.00	1.26
Mon Magazine.....	M	18,434	140.00	.20
New Outlook.....	W	26,946	140.00	.20
Revue Moderne, La (French).....	M	9,829	.....	.25
Revue Populaire, La (French).....	M	24,746	.....	.20
Rod and Gun and Canadian Silver Fox News.....	M	15,654	80.00	.20
Samedi, Le (French).....	W	33,041	.....	.22
Saturday Night.....	W	31,189	.....	.26
Sentinel.....	W	15,813	.....	.15
Western Home Monthly.....	M	90,115	630.00	.....
World Wide.....	W	4,780	.....	.16

f Indicates flat rate newspaper.

## CANADIAN FARM PAPER CIRCULATION AND RATES

Publication	Issued	ABC Circulation	Maximum Page Rate	Maximum Line Rate
Bulletin De La Ferme, Le.....	W	22,244	108.00	.15
Bulletin Des Agriculteurs, Le.....	W	13,317	.....	.10
Canadian Countryman.....	W	62,139	.....	.45
Country Guide.....	S-M	122,766	648.00	.90
Family Herald and Weekly Star...	W	217,182	.....	.70
Farm and Dairy.....	EOW	43,138	216.00	.30
Farm and Home.....	W	26,315	224.00	.20
Farm and Ranch Review.....	S-M	67,021	360.00	.50
Farmer's Advocate and Home Maga- zine.....	W	49,869	280.00	.40
Farmer's Sun.....	W	21,517	262.08	.16
Farmer's Weekly La Presse.....	W	26,862	.....	.15
Free Press Prairie Farmer.....	W	141,349	587.50	.50
Maritime Farmer and Cooperative Dairyman.....	S-M	20,177	100.00	.15
Nor'-West Farmer, The.....	S-M	104,455	576.00	.80
Ontario Farmer.....	M	60,845	315.00	.45
Ottawa Farm Journal.....	S-W	21,233	.....	.12
Saskatchewan Farmer.....	S-M	62,987	285.60	.30
Western Producer.....	W	36,354	.....	.20

§ City populations, and trading zone populations wherever the latter are available, follow names of cities.



## CANADIAN BUSINESS PAPER CIRCULATION AND RATES

Publications by Lines of Business	Issued	ABC Circulation	Maximum Page Rate	Every Issue Page Rate	Publications by Lines of Business	Issued	ABC Circulation	Maximum Page Rate	Every Issue Page Rate
<b>Advertising</b>					<b>Grocery</b>				
Marketing.....	EOW	898	75.00	50.00	Canadian Grocer.....	EOW	6,075	70.00	56.00
<b>Architecture</b>					<b>Hardware</b>				
Construction.....	M	1,038	65.00	50.00	Hardware and Metal.....	W	3,156	70.00	50.00
<b>Automobile and Accessories</b>					<b>Leather, Boots and Shoes</b>				
Canadian Automotive Trade.....	M	6,558	85.00	70.00	Shoe and Leather Journal & Footwear in Canada.....	S-M	1,926	60.00	40.00
Canadian Motorist.....	M	26,447	140.00	125.00	<b>Metal Trades</b>				
Motor in Canada.....	M	4,034	75.00	60.00	Canadian Foundryman.....	M	421	60.00	40.00
Motor Trade.....	M	4,052	85.00	70.00	<b>Mining (Metal)</b>				
Western Canadian Motor.....	M	11,068	75.00	67.50	Canadian Mining & Metallurgical Bulletin.....	M	1,705	50.00	40.00
<b>Baking</b>					<b>Municipal</b>				
Canadian Baker and Confectioner.....	M	1,869	60.00	45.00	Municipal World.....	M	4,777	60.00	.....
<b>Clothing &amp; Furnishing Goods (Men's)</b>					<b>Power Plants</b>				
Clothier and Haberdasher.....	M	1,831	65.00	50.00	Power House.....	S-M	3,762	80.00	50.00
Men's Wear Review.....	M	2,677	65.00	50.00	<b>Printing</b>				
<b>Dry Goods</b>					Canadian Printer & Publisher....	M	923	65.00	45.00
Dry Goods Review.....	M	2,956	84.00	60.00	<b>Railroads</b>				
Women's Wear.....	M	1,855	65.00	50.00	Canadian Railway & Marine World	M	2,222	78.00	60.00
<b>Educational</b>					<b>Stationery and Office Equipment</b>				
The School (except June & Aug.)..	M	5,988	30.00	.....	Bookseller & Stationer and Office Equipment Journal.....	M	912	55.00	40.00
<b>Engineering</b>									
Contract Record & Engineering Review.....	W	2,555	60.00	35.00					
<b>Financial</b>									
Financial Post.....	W	17,350	.....	.....					

## CANADIAN MARKET SURVEYS

Available upon request to publisher. For explanation of Zoning see Page 345.

## FULL DOMINION

**The Direct Route to Canadian Markets.**—Every sales and advertising tool can be utilized as effectively in Canada as in the United States. Direct mail, for example, is productive, and can be and should be tied in with general advertising campaigns. *Might Directories, Limited*, describe in this 36-page booklet, how to use direct mail in Canada, where and how to sell the French field, the mining districts, the farm field, and several others. It contains also breakdowns of latest population figures and gives price and quantity on several hundred guaranteed mailing lists. Address. *Might Directories, Limited*, 74-76 Church Street, Toronto 2, Ontario.

## ZONE II

**Salesmen's Route Lists for Grocery and Drug Stores in Montreal and Suburbs.**—A book of more than 100 pages, dividing the groceries and drug stores of the territory into ninety-six routes, stores being divided into four classifications according to the size of their business. With the book is a wall map. This book, which is published by the *Montreal Star*, leading English newspaper, is invaluable to the sales manager interested in this great metropolis.

## ZONE III

**Electrically Wired Homes and Electrical Appliances in the Toronto-Ontario Market.**—Prepared by the *Toronto Mail and Empire*, which has the largest morning paper circulation in Canada, to provide manufacturers and agencies with reliable information on which to base sales and advertising plans for the great Ontario market. Since use of electricity is such a reliable index of prosperity this 36-page survey can be used for estimating potential sales for almost any commodity.

**Hamilton, Ontario, Standard Market Survey Form.**—Hamilton, with its suburbs and rural dis-

## ZONE III—(Continued)

tricts, has a population of 247,197, and is hardly a stone's throw from the U. S. border. Standards of living and purchasing power are higher than in average U. S. cities, and as 94 per cent of the people over ten read English they can be influenced effectively by advertising. This survey was prepared by the *Spectator*.

**Toronto, Ontario, Canada.**—The *Toronto Daily and Weekly Star* is in the process of compiling a standard market survey on the ANPA lines. Both papers also have booklets on the distribution of circulation and surveys of city circulation are being prepared.

**St. Catharines, Ontario.**—This city, ranking high as a center of metal trade, is also the chief center of the textile industry. Standard Market Survey sponsored by The St. Catharines *Standard*.

**Kingston, Ontario.**—Surveys on electric appliances, radio, drugs, toilet articles, and groceries can be obtained from The Kingston *Whig-Standard*.

## ZONE IV

**The Markets of Canada for Advertised Goods: Zone 4.**—Zone 4 includes the prairie provinces of Manitoba, Saskatchewan and Alberta, and the survey, one of five similar ones prepared by the Canadian Daily Newspapers Association, gives general statistics, retail outlets and other worth-while data on how to reach the consumer in these provinces.

**Lethbridge, Heart of a \$75,000,000 Market.**—Considers both rural and city markets for automotive, electric appliance, drugs, industries. Published by The Lethbridge *Herald*. Lethbridge is a city in southern Alberta, population estimated at 12,000.

**Calgary, Alberta.**—Standard Market Survey prepared by The Calgary *Herald*. Similar to other ANPA and CNPA surveys in showing population, standard of living, industries, wholesale and retail trade outlets.

## ZONE IV—(Continued)

**Edmonton, Alberta.**—Standard Market Survey. Similar to standard survey above. Prepared by The Edmonton *Journal*.

**Province of Saskatchewan.**—A market survey covering markets, building and construction, homes, factories, farm market, trade outlets, retailers and financial ratings, and market for electric appliances. Survey sponsored by The *Leader Post*, Regina; *Star-Phoenix*, Saskatoon; and The Saskatchewan *Farmer*.

## ZONE V

**A. N. P. A. Standard Survey Form of Vancouver.**—This city, with a population of approximately 285,000 is purchasing headquarters for all of British Columbia, the export and import base of Western Canada, and the busiest port of the dominion. The Vancouver *Daily Province*, which sponsors this survey, maintains a merchandising service which is available to sales managers in the States.

**British Columbia Today, 1929.**—One of the best business condition surveys ever reviewed in this column. British Columbia is a rapidly growing province, leads in per capita effective income according to the Weaver formula, a high quality market as shown by its high rank (the highest in Canada) in number of telephones and number of electric light consumers per 100 of population. This booklet was compiled from authoritative statistics by the Vancouver *Sun*, which has kept pace with the extraordinary growth of British Columbia.

**The Markets of Canada for Advertised Goods: Zone 5.**—Similar in plan and content to the Zone 4 survey described above, but confined to the Pacific Coast province of British Columbia.

**Victoria, B. C., Canada.**—The *Daily Colonist* has for the advertiser an investigation of the Victoria Trading Area, its economic and industrial situation, its means of transportation and a summary of the principal retail outlets in that market.

## III

GREAT  
BRITAIN

## GREATEST EUROPEAN BUYER OF AMERICAN GOODS

Exports From U. S. for Fiscal Year Ending July, 1929, Reached \$865,000,000

**G**REAT BRITAIN continues to lead all other European countries in the volume of goods bought from America. For the fiscal year ending July, 1929 her total purchases from us amounted to \$865,000,000, as compared with \$809,000,000 for the preceding fiscal year. The tables on page 340 show the leading commodities comprising British exports and imports

to and from the United States for the years 1927-1928.

On this page and the next pages immediately following are given the salient facts about British population and its distribution, and other useful advertising and selling information about this largest European buyer of American goods.

## POPULATION OF THE BRITISH EMPIRE\*

British Empire .....	446,726,752	Union of South Africa .....	6,933,793
United Kingdom .....	44,173,704	West Africa .....	22,681,696
England .....	35,678,530	British East Africa .....	11,395,458
Wales .....	2,206,712	Canada .....	8,999,009
Scotland .....	4,882,288	British Honduras .....	45,313
Northern Ireland .....	†1,256,322	West Indies .....	1,773,050
Isle of Man .....	60,238	British Guiana .....	297,691
Channel Islands .....	89,614	Australasia .....	‡5,495,734
Irish Free State .....	†2,972,802	Oceania .....	430,357
British Provinces in India .....	246,946,793		

## POPULATION OF THE PRINCIPAL CITIES IN GREAT BRITAIN

London (Greater) .....	7,476,168	West Ham .....	300,905
Glasgow .....	1,034,069	Hull .....	287,013
Birmingham .....	919,438	Bradford .....	285,979
Liverpool .....	803,118	Newcastle-on-Tyne .....	274,955
Manchester .....	730,551	Nottingham .....	262,658
Sheffield .....	490,724	Portsmouth .....	247,343
Leeds .....	458,320	Stoke-on-Trent .....	240,440
Edinburgh .....	420,281	Leicester .....	234,190
Belfast .....	385,492	Salford .....	234,150
Bristol .....	377,061	Plymouth .....	209,857
Dublin .....	309,272	Cardiff .....	200,262

\* Unless otherwise indicated, the figures from the last complete British Census of 1921 are used throughout.

† Census of April, 1926.  
‡ Official estimate 1923.



# *for Advertising*

IN  
GREAT BRITAIN, IRISH FREE STATE,  
AUSTRALIA, NEW ZEALAND,  
INDIA, SOUTH AFRICA, CANADA,  
*and on* THE CONTINENT OF EUROPE

## *consult*

**C. MITCHELL & Co., LTD.**

*Incorporated Practitioners in Advertising*

**MITCHELL HOUSE, SNOW HILL, LONDON, E.C. 1, ENGLAND**

In all the above markets The House of Mitchell is fully qualified to give expert advertising service based on long and varied experience, first-hand knowledge of local conditions as well as an unrivalled acquain-

tance with the advertising value of the Press of the various Countries.

On the Continent of Europe, banking accounts are maintained in each Country, and payment of accounts is accepted in the currency of the country concerned.



[illegible]

## SELECTING ADVERTISING AGENTS IN GREAT BRITAIN

When entering the British market with a new product, next in importance to the securing of a good sales agent or representative, is the selection of the right kind of advertising agent.

In your transactions with your marketing agent you are dealing with something which is from first to last tangible—something concrete, be it buttons or barometers. With your advertising agents, the case is wholly different. You are dealing with an organization and must consider the completeness of that organization to investigate your particular marketing problems and handle your advertising, but you are at the same time dealing with abstract ideas which cannot be entered in a stock book or a sales ledger and show a definite profit or loss. The advertising agent is the pioneer of all sales expeditions. He blazes the trail and clears the path for the salesman, and it is essential therefore that he be intimate and familiar with the conditions of the country to be traversed.

There are three courses open to the American manufacturer when prospecting the British market. He can entrust his fate to recognized American advertising agents operating abroad; he can select at random the names of a few of the British agents mentioned in the following pages, or he can come over here himself and personally sound the lot.

In the first case, which is, of course, the easiest, he must make sure that the American agent is properly equipped abroad and not like Mark Twain's man with the million dollar bill, who had the money all right but couldn't use it.

In the second case, the manufacturer has nothing to go on other than the accounts already handled by the selected British advertising agent. This is a pretty fair criterion and added to this is the fact that the British agent is dealing in a market with which he is intimate, the country in which he was born, and the language he speaks.

The third choice is naturally the best from all points of view, but, of course, entails considerable expense. This expense is, however, always justified when embarking on a comprehensive scheme.

Advertising in Britain today is a firmly established profession and enjoys a prestige almost comparable to the legal and

medical. The majority of the leading British agents are members of the Institute of Incorporated Practitioners in Advertising, and, as such, style themselves incorporated or registered practitioners in advertising, as the case may be. They are controlled in the general conduct of their practice by the Council of the Institute, which exercises its authority with a severe regard for the honor of the profession. Summary justice is meted out for any infringements of its rules and regulations, and any practitioner convicted of practices prejudicial to the good name of advertising may as well go out of business at once.

This is all of immeasurable benefit to the American manufacturer because it insures that when dealing with a member of the Institute his interests are amply protected. It does more than this. It assures him that the selected British agent has passed the severe tests and examinations imposed by the Institute, that he knows his job and that he is qualified to express considered and expert opinion on advertising problems.

Marketing Research Bureaus have been established and are at the disposal of recognized agents while in many instances agents have their own research departments and can furnish complete data and analyses for every conceivable trade.

One point the American manufacturer must fix firmly in his mind: when he approaches the selected British agent he must not expect to be hailed with wild enthusiasm and an assurance that his is the one article John Bull has been longing for. Anything of this nature deserves suspicion. It would be a thousand times better to pin your faith to the agent who thanks you for your inquiry and starts asking questions instead of answering them. This does not mean that he cannot handle your goods. It means that he knows what his market wants and he is anxious to find out if you can produce it. When you have gained his confidence he will not be long in gaining yours.

In America, American advertising methods succeed but when coming to Britain, the long-sighted American exporter will employ British methods.

## PERSONNEL AND CHIEF CHARACTERISTICS OF BRITISH AGENCIES

### ALDWYCH ADVERTISING CO., Ltd. Est. 1924 Astor House, Aldwych, London, W.C.2

DOUGLAS GIBSON, G. BURNSIDE-SPRATELEY, R. E. HENRY and J. GEOFFREY HUDSON, Directors. Accounts handled by this agency are—Ashton & Parsons, Ltd. ("Phosferine"); Cranbux, Ltd. ("Odol"); J. H. Willson, Ltd.; J. C. & J. Field, Ltd.; Slazengers, Ltd.; "Two Steeples," Ltd.; Well Fire & Foundry Com., Ltd.; O'Brien Thomas & Co.

### THE DAVID ALLEN ADVG. AGENCY, Ltd. Allen House, 23, Buckingham Gate, London, S.W.1

A. E. CARLYLE, Director; formerly with Crawfords, and W. H. SMITHS. L. ST. CLARE GRONDONA, Director; well-known Australian economist. A. M. GIBB, Director. MRS. W. E. ALLEN, G. R. H. D. ALLEN, M. W. A. P. GRAHAM, and W. E. D. ALLEN (Chairman). All directors of this agency and many associated companies. Very large printers and lithographers and billposters. Accounts handled by this agency are: Wincarnis, Preservene Soap, Beltex Handkerchiefs, Australian Products (Trade Publicity Board), Velocium, Thermogene, Zum, Lucas & Co., Ltd., etc. This agency is well experienced in all forms of advertising.

### ARKS PUBLICITY, Ltd. Established 1923 63, Lincolns Inn Fields, London, W.C.2 *Inc. Practitioners of Advertising.*

G. O. STANLEY, G. R. ROYDS, U. H. STANLEY, Directors. Accounts handled by this agency are: Phillips, Rubber Soles; Phillips Electric Lamps, etc.; Mullard Radio Valve Co., Ltd.; Mullard Wireless Service Co., Ltd.; Talor, Tunnicliff & Co., Ltd.; Weston Instruments Co. of America; Newey's of Birmingham; Inglis; Aquasol; Regent Slender Line Corsetry; Climax Radio Electric; Samuel Osborn & Co.; W. G. Pye & Co.; Gent & Co., Ltd.; Stella Lamp Co.; L. G. Hawkins & Co.; Itonia Gramophones; Collinson Precision Screw Co.; Worthington Simpson, Ltd.; "Radio for the Mil-

lion"; Centaur Chemical Co.; Artistic Publishing Co.; J. J. Armfield & Co., Ltd.; Colvern, Ltd.; Dale Institute; John Ireton & Co., Ltd.; J. C. Muller; Mr. Lewis Orme; Messrs. Rectopede; Rondo Co., Ltd.; A. Sulka & Co., Ltd.; Pickering, Ltd. This firm has had an extensive hand in the development and growth of the electrical and radio industry, and though today they are the largest technical advertising agency in London, their interests extend successfully into many fields, widely separated from the marketing of technical products.

### ASHBURNERS, Ltd. Established 1895 10, Piccadilly, Manchester *Inc. Practitioners of Advertising.*

HERBERT S. ASHBURNER, Director; in advertising business since 1890, first as representative, later as agent, specializing for years in textile advertising, proprietor of Textile Information Bureau. ARTHUR G. PARKER, Director, six years with agency. No accounts accepted for alcoholic beverages, or any that involve gambling, or anything of doubtful character. It has played a part without question in the development of textile advertising, but it is by no means confined thereto. It offers a very full service and if desired is always ready to organize for its clients an advertising department.

### E. W. BARNEY, Ltd. Established 1924 Central House, Kingsway, London, W.C.2 *Inc. Practitioners of Advertising.*

E. W. BARNEY, Director, over 30 years in advertising. Established own advertising service agency at above address. G. SOONS, Director, 27 years' advertising experience. A. W. RUSH, Director. Accounts handled by this agency are: British Broadcasting Co.; Calvert's Carbolic Tooth Powder; Dunkley's Baby Carriages; Stone's Ginger Wine; John Hawkins & Sons, Ltd.; Cotton Spinners; Gregg Shorthand; Holman's Mining Machinery; Solignum Wood Preservative; Roneo Office Appliances;



**E. W. BARNEY, Ltd.—Continued**

Drysdale's Rum and Coffee; Sandow's Curative Institute, Ltd.; Eugene Rimmel, Ltd., Perfumes, etc. Thoroughly and efficiently organized to handle all classes of National advertising, including the press and all forms of outdoor publicity.

**S. H. BENSON, Ltd.** Established 1893  
Kingsway Hall, Kingsway, London, W.C.2  
*Inc. Practitioners of Advertising.*

PHILIP DE G. BENSON, Governing Director. CHAS. H. FENN, O. W. GREENE, K. G. JAYNE, G. W. KNIGHT and A. H. WELLS.

**BERTRAM DAY & CO., Ltd.** Established 1911  
9 and 10, Charing Cross, London, S.W.1

BERTRAM DAY, Managing Director. General advertising agents specializing in film publicity, wireless, exhibitions, market research and sales organization. Organizers of first radio exhibitions in London and Manchester. Appointed official advertising agents to H. M. Stationery Office, 1928.

**CHARLES BIRCHALL, Ltd.** Established 1844  
17, James Street, Liverpool

C. H. BIRCHALL, Managing Director. WM. COLEBOURNE, Manager of advertising agency. Has had experience as buyer, traveler, etc., followed by newspaper experience with E. Hulton Co. and own agency, which was merged into that of C. Birchall, Ltd., in 1913. Twenty-five years' experience. Accounts handled by this agency are of all types, legal and municipal, shipping, etc. Specialists in store advertising and handle that of some of the largest stores in the North. They are the oldest agency in the provinces, fully equipped with copy and designs department and in conjunction with the printing department of the firm are able to set up ads and stereo under personal supervision and also specialize in the production of booklets, folders and direct-mail literature.

**THE HOLFORD BOTTOMLEY ADVG. SERV., Ltd.** Established 1919  
23, King Street, Cheapside, London, E.C.2  
*Inc. Practitioners of Advertising.*

W. EWART RUMBLE, Director. Advertising experience: Special publicity for the National War Savings Committee. Shares with Mr. Burnley Jones complete charge of service to all Holford Bottomley Service clients. C. BURNLEY JONES, Director, 32 years' experience. Since then in partnership with Mr. Rumble in the direction of The Holford Bottomley Advertising Service, Ltd. Among the accounts handled by this agency are: Arrol-Johnston & Aster Cars; Battersby Hats; Brasted Pianos; Kingsway Shirt & Pyjamas; Galloway Motor Cars; "His Master's Voice"; "Pheasant" Margarine; "Olva" Soap; Price's Lavender Soap; Rogers Pianos; Riddels, Ltd., (Belfast) (Hardware Merchants); etc. This agency established a reputation for handling efficiently many of the most successful national publicity campaigns that have been conducted in this country. The agency is equipped to deal with every phase of advertising including financial and commercial publicity, propaganda, posters, printing, etc.

**T. B. BROWNE, Ltd.** Established 40 years  
163, Queen Victoria Street, London, E.C.4  
*Inc. Practitioners of Advertising.*

GEORGE A. CASTLE, Director and General Manager. LIEUT. COL. T. B. BROWNE, OBE., Chairman. C. M. BROWNE and LIEUT. COL. J. T. WOOLRYCH PEROWNE, Directors. Branch Offices: Manchester, 52, Cross Street; Glasgow: 65, Bath Street; New York: French Building, 551, Fifth Avenue, at 45th Street; Sydney: Bank of Adelaide Chambers, George and Margaret Streets, Sydney. Paris, Representant: M. R. Driancourt, 38 Rue du Louvre, Paris. Staff: over 200. Business: advertising agents, photo-etchers, electrotypers, stereotypers, trade-mark agents. All branches of newspaper, magazine, bill-posting and general advertising. They publish annually "The Advertisers' A.B.C.," the standard advertisement directory of the world's press.

**CARLTON PUBLICITY, Ltd.** Established 1918  
Carlton House, Great Queen Street, Kingsway, London, W.C.2

A. A. MARTIN, Chairman, and W. T. WALLACE, Director, joint founders of Carlton Studios, Ltd. Twenty years' practical experience of creative advertising. COLIN HURRY, managing Director, late general advertising manager of Lever Bros., Ltd., Portsunlight. Handled all Lever products. Ac-

counts handled by this agency are: Rinso, Hudson Soap, Waring & Galloway—all departments; John Sharmon & Sons (clothing), Cellon, Ltd. (Cellulose Lacquers), Shapsyl and a number of others.

**SAMSON CLARK & CO., Ltd.** Established 1896  
57-61 Mortimer Street, London, W.1., Temple Court, Melbourne, Vic., and at 79-81, Pitt Street, Sydney, N. S. W.

*Inc. Practitioners of Advertising.*

J. A. REYNOLDS, J. G. P. HUNT, E. M. WOOD, and A. O. RICHARDSON, Directors. English Staff 50. Specialize in branded proprietary lines retailed by drug stores. Special experienced branch for textile advertising. Accounts include Kolynos, Aspro, Apem Cameras, Rajar Films, Genoxide, Mintips, Triplex Grates, Melox, Savonys Soap and many of the larger London retail stores.

**W. S. CRAWFORD, Ltd.** Established 1914  
233, High Holborn, London, W.C.2

*Inc. Practitioners of Advertising.*

SIR WILLIAM CRAWFORD, K.B.E., Governing Director. MISS F. SANGSTER, Managing Director. ARTHUR BOCKETT, Director. J. B. REID, Secretary. This agency has a branch office established in Berlin—Address: Crawford's Reklame Agentur G.m.b.H. Berline, W.8.

**GEORGE CUMING, Ltd.** Established 1926  
125, High Holborn, London, W.C.1

ALFRED AVISS and H. B. THURGOOD, Directors. GEORGE CUMING, Managing Director. Twenty years' experience. Accounts handled by this agency are: Aladdin Incandescent Paraffin Lamps; Gilbert Toys; Nonn (Nerve Food); Connaught Motor & Carriage Co., Ltd. (Coach Builders and Distributors for Armstrong Siddeley); King Hall, Ltd. (Chrysler Distributor), etc. This is a complete service agency.

**D. C. CUTHBERTSON & CO., Ltd.** Established 1918  
120, Blythwood Street, Glasgow

*Inc. Practitioners of Advertising.*

D. C. CUTHBERTSON, Managing Director, was for many years with Scrimgeour's Agency in Glasgow, thereafter Northern Representative for Messrs. T. B. Browne, Ltd., thereafter Northern Manager for H. Powell Rees, Ltd., and W. H. Smith & Son. Accounts handled by this agency are: Esse Stoves, Colombian Cooker, Scotch Wool & Hosiery Stores, "Stand Fast" Whisky, Gray Dunn's Biscuits, Younger's Alloo Ales, Standard Life Assurance Co., Symington's Coffee, Fairy Dyes, Annacker's Sausages, MacBrayne's Tours, Dundee, Perth & London Shipping Co., Aberdeen Steam Navigation Co., "Keltic" Shoes, etc. It is the leading service agency in Scotland. All the directors have had wide experience in the handling of national accounts.

**PAUL E. DERRICK ADVG. Agency, Ltd.** Established in London 1895  
136 Regent Street, London, W.1  
*Inc. Practitioners of Advertising.*

PAUL E. DERRICK, Managing Director, founder of the agency, first established in New York, 1894, previous to 1894 advertising manager of American weekly and monthly magazines. E. M. I. BUXTON, F.I.P.A., Director and General Manager of the agency since 1919. ASHLEY R. COURTNEY, F.I.P.A., Director, formerly acting advertising manager to the General Electric Co., Ltd. EDGAR A. CREW, F.I.P.A., Director. The Derrick Agency provides a full advertising service including merchandising counsel and market research, press advertising, outdoor publicity, printing. Operates in Great Britain and Ireland, throughout the British Colonies and Dominions, and the continent of Europe. Among the accounts exclusively handled are the following: W. & T. Avery (weighing machines), Bell's United Asbestos Co., Ltd., "Big Tree" Wines, Bols Gin and Liqueurs, Burroughs Adding Machines, Community Plate, Dexter Weatherproofs, "Dulcet" Gramophones, Evans' Pastilles, Fada Radio, R. W. Forsyth (Gentlemen's Outfitter), Fox's Puttees and Woolens, Freeman Hardy & Willis, Ltd. (shoe manufacturers), Fry's Cocoa and Chocolates, Heinz 57 Varieties, Homepride Self-Raising Flour, "Johnnie Walker" Whisky, Klinger Silk Stockings, Lincoln Bennett Hats, Liverpool Virus, London Brick Co. and Forders, Ltd., Mellows Metal Windows, Peto & Radford Accumulators, Milkaroni, "Presotim" Super Wood Preservative, Price's "Motorine," Candles and Oils, Quaker Oats, Revelation Suitcase Co., Ross' Mineral Waters, Shoolbred's (Department Store), Tootal Broadhurst Lee Co., Ltd., (Branded Cotton Fabrics), Pyramid and Lissue Handkerchiefs, Tobralco, etc.



**DIXON'S WESTEND ADVG. AGCY., Ltd.** Est. 1878  
195, Oxford Street, London, W.1*Inc. Practitioners of Advertising.*

THOMAS DIXON, Managing Director. J. WILLMORE DIXON, ARTHUR POWELL, C. W. SAUNDERS and C. CLARK, Directors. Accounts handled by this agency are: Chiswick Polish Co., Ltd., (of Cherry Blossom and Mansion Polish fame), Columbia Graphophone Co., Ltd., Marshall Patent Mattress Co., Ltd., The Dictaphone Co., Ltd., B. S. A., Ltd., Daimler Co., Ltd., Riley (Coventry), Ltd., Ampico, Ltd., Sir Hbt. Marshall & Sons, Ltd., etc.

**DORLAND ADVERTISING, Ltd.** Established 1906  
Dorland House, 14, Regent Street, S.W.1. London, Paris, New York, Atlantic City, Buenos Aires, Rio de Janeiro.

GEORGE WILLIAM KETTLE, Managing Director. ALFRED ERIC HALE, Director and General Manager. JULIAN D. MARKS, Director and Chief of City Offices. This agency serves a number of important accounts, including Anglo-American Oil Co., Ltd., A. J. Caley & Sons, Ltd., Wakefield Castrol, Hotel Cecil, Edison Swan Electric Co., Ltd., Citroen Cars, Mappin & Webb, Darwin Razor Blades, Tanqueray Gordon & Co., Trufood (Lever Bros.), United States Lines, Kellogg Co., Royal Typewriters, Hudson-Essex Motors, Sheaffer Pens and Pencils, Stetson Hats, Packard Cars, Gillette Safety Razor Co.

**ERWIN, WASEY & CO., Ltd.** Established 1919  
King's Buildings, Dean Stanley Street, London, S.W.1

R. F. CLARK, Managing Director. This agency has their own organization established in ten European countries and is part of the American organization of Erwin, Wasey & Co., Chicago and New York. Among the accounts handled in Great Britain are Hoover Suction Sweepers, Ford Motor Cars, Goodyear Tires, Frigidaire Electrical Refrigerators, Carnation Milk, Eversharp Pencils, Hinds Honey and Almond Cream, Musterole, Forhan's and others.

**ERWOODS, Ltd.** Established 1895  
30, 31, 32, Fleet Street, C.E.4, London, and 162, Faubourg, Poissonnière, Paris*Inc. Practitioners of Advertising.*

VERNON J. REVELEY, Director, has had 40 years' of experience; with this firm since its inception. W. J. FITZGERALD, Director. ERIC FIELD, Director, agency experience since 1905. Editor of *Printers' Ink* (English Edition), advertising manager, Caxton Publishing Co.; advertising manager, "The Times." Accounts handled by this agency are: Chesterfield Cigarettes, Welch's Grape Juice, Borden's Milk, Premier Salad Dressing, McCoy's Cod Liver Extract Tablets, Auburn Cars, Pennsylvania Railroad, Paris Garters, Dr. Blosser's Cigarettes for Catarrh, Mercolized Wax, McNeill's Roofings, West Electric Hair Curlers, Parment, Glico Petroleum, Jordan Cars, Old Orkney Whisky, Muller Nutrient, Stallax Shampoos, Orlex Hair Dye, etc. Ever since its inception the firm has devoted great attention to overseas advertising and now has relations in every civilized country.

**FORBES, KEIR & BULLEN, Ltd.** Established 1919  
43, Renshaw Street, Liverpool*Members of the Incorporated Institute of Practitioners of Advertising.*

CHARLES FORBES KEIR, Director, has had 18 years' experience. General specialist in foodstuffs and men's wear. CECIL HUGH BULLEN, Director, 16 years general specialist in motor cars and ladies' wear. Accounts handled by this agency are: Hoosier Kitchen Cabinet, Gibson Refrigerator (American), English Margarine Works, Ltd., Dunragit Food Products—including "Britox" Beef Suet; Irwins (Multiple Shop Grocers—160 branches); Donegals (Multiple Shop Tailors—80 branches); International Products Corp., Ltd., Grocer's Cake Co., Pexwear Overalls, Dr. Scholl's Foot Comfort Service; Fairrie & Co., Ltd. (Sugar Refiners), White Bros. Scotia Flour.

**JOHN FURNESS & CO., Ltd.**  
Lloyds Bank Building, Bold Street, Liverpool

JOHN FURNESS, Chairman and Managing Director. Incorporating Charles Birchall, Ltd., 17, James Street, Liverpool, the oldest established agency in the provinces. This agency handles accounts of all types—shipping, legal and municipal, in addition to stores and proprietary lines, etc. They are fully equipped to deal with the branding, marketing and advertising of foodstuffs, engineering and textiles, in all their branches. Telephone number, Royal 4903/4. Telegrams "FORADS."

**S. T. GARLAND ADVERTISING SERVICE** Est. 1853  
14-18, Brook Street, London, W.1

SIDNEY T. GARLAND, late advertising manager of Selfridge & Co., Ltd., and advertisement manager of the *Daily Mail*. Previously connected with the textile industry.

**GODBOLDS, Ltd.** Established 1909  
1, Clement's Inn, Strand, London, W.C.2*Inc. Practitioners of Advertising.*

ERNEST H. GODBOLD, J. W. MOLONY and W. H. J. SHORT, Directors. Accounts handled by this agency are: Armstrong Siddeley Motors, Ltd.; Sir W. G. Armstrong Whitworth Aircraft, Ltd.; Abingdon Works, Ltd.; Bowden Wire, Ltd.; British Ignition Apparatus Association; Briton Ferry Chemical & Manure Co., Ltd.; Enfield Cycle Co., Ltd.; Joseph Gundry & Co., Ltd.; Hardy-Spicer & Co., Ltd.; Hickson & Partners, Ltd.; The Ironite Co., Ltd.; International Harvester Co. of Great Britain, Ltd.; Keeling & Walker, Ltd.; Klaxon, Ltd.; Lewis & Tylor, Ltd.; M. L. Magneto Synd., Ltd.; Relay Automatic Telephone Co., Ltd.; A. Schrader's Son, Inc.; Standard Motor Co., Ltd.; Sterling Telephone & Electric Co., Ltd., etc. This agency gives personal service to manufacturers of technical products.

**GORDON & GOTCH, Ltd.** Established 1853  
Gordon House, 75, Farringdon Street, London, E.C.4*Inc. Practitioners of Advertising.*

A. W. GOTCH BERRILL, Managing Director. LESLIE W. BERRILL, CHARLES PAYNE, W. A. WOODINGTON, Directors. Specialize in overseas advertising. There are ten Gordon & Gotch houses in Australia and New Zealand, two in Canada, agencies in South Africa, and representatives in all principal countries.

**GREENLY'S, Ltd.** Established 1918  
5, Chancery Lane, London, W.C.2*Inc. Practitioners of Advertising.*

A. J. GREENLY, F.I.P.A., Managing Director. Author of "Psychology as Sales Factor." FREDK. E. BALL, F.I.P.A., Director. R. FITZGERALD BERNARD, F.I.P.A., Director. F. H. WHITE, Director. Finance and Accountancy. Accounts handled by this agency are: Carreras Brands of Cigarettes and Tobaccos, McNish's Whisky, Cement (combination of five large firms), Paramount Pictures, O. K. Sauce, Osram Water Valves, etc.

**JOHN HADDON & CO.** Established 1814  
11 and 12, Salisbury Square, Fleet Street, E.C.4*Inc. Practitioners of Advertising.*

WALTER HADDON and HUGH EVAN SMITH, Directors. Accounts handled by them are: Imperial Tobacco Co. (of Great Britain and Ireland), Ltd., British American Tobacco Co., Ltd., Mable Todd & Co., Ltd., Allen & Hanbury's, Ltd., Hovis, Ltd., Humber, Ltd., H. W. Gossard Co., Ltd., Havana Cigar & Tobacco Factories, Ltd., etc. They specialize in press advertising campaigns in all parts of the world. Associate companies or agents in most of the chief centres of commerce.

**HERITAGE PETERS ADVG. SERV., Ltd.** Est. 1913  
Coventry*Inc. Practitioners of Advertising.*

JOHN HERITAGE PETERS, Founder, Principal and Managing Director. Experienced in photo-engraving, commercial art, printing and advertising. Handle many leading motor car and allied accessory accounts. This agency was founded to render specialized service to firms engaged in the motor engineering and allied trades. It does not accept business outside its specialized field which embraces motor cars, motorcycles, cycles and accessories, petrol, oils, tires, commercial transport and everything connected with motoring, marine and aircraft, electrical and wireless goods. General engineering and machine tools.

**CHARLES F. HIGHAM, Ltd.** Established 1908  
Imperial House, Kingsway, London, W.C.2

SIR CHARLES HIGHAM, Sole Director. Spent all his life in advertising—15 years in the United States. Accounts handled by this agency are: Dunlop Rubber Co.; India Tea; Imperial Chemical Industries; Wolsey, Ltd.; Nugget Polish Co.; United Drug Co.; Parker Pen Co.; Ever-Ready and Gem Razor, and 30 other first-class accounts. A service agency handling one client in each line of business.

**HOWAT ADVERTISING SERVICE, Ltd.** Est. 1911  
111, Union Street, Glasgow

T. CRASTON THOMSON, Chartered Accountant. DONALD HOWAT, Managing Director, founded this service in 1911 and supplied

# MARKETING IN THE BRITISH EMPIRE



86, 88 & 90, Clerkenwell Road, London, E.C.1.

Fassett & Johnson Ltd.,  
offer a complete Marketing,  
Selling and Distributing  
Organisation of many years'  
reputation and standing in  
**GREAT BRITAIN,**  
**AUSTRALIA,**  
**NEW ZEALAND,**  
**SOUTH AFRICA.**  
Also on the **CONTINENT**  
**OF EUROPE.**

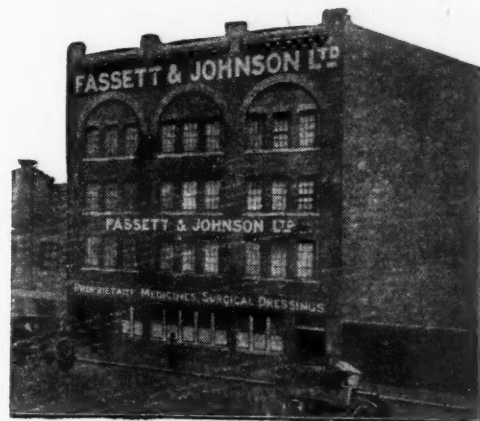
Fassett & Johnson Ltd., specialise in the Marketing of Proprietaries  
and Branded Goods, Pharmaceutical Preparations, Toilet Requisites,  
Grocery and Hardware Products in the above Territories.

Every Branch directed by capable and  
experienced Managers.

A large outdoor sales force.

A thorough knowledge of the markets of  
territories covered.

Ample warehouse facilities in all the large  
centres.



36-40, Chalmers Street, SYDNEY.

## FASSETT & JOHNSON LTD.

86, CLERKENWELL ROAD, LONDON, E.C.1,

**AUSTRALIA:**

36-40 Chalmers Street,  
SYDNEY, N.S.W.

**NEW ZEALAND:**

89, Custom House Quay,  
WELLINGTON.

**SOUTH AFRICA:**

15, Bree Street,  
CAPE TOWN.



**HOWAT ADVERTISING SERVICE, Ltd.—Continued**  
advertising to the following world-famous firms: J. Lyons & Co., Ltd., London (directed all their advertising for a period of 9 months); also worked for Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.; Singer Mfg. Co., Ltd.; the Civic Pipes (F. & J. Smith Branch); Castlebank Dyeworks; Lang's Bread; Stevenson's Bread. Unlike any other provincial agency this firm has given service to many of the largest corporations in Britain.

**IMPERIAL ADVERTISING AGENCY** Est. 1920  
(Imperialads, Ltd.), 60, Strand, London, W.C.2

F. J. MCGLOIN, Managing Director. This agency handles some of the best known national accounts in the British Isles, a number of which have associations with the Colonies. Does not handle competing accounts.

**INDUSTRIAL PUBLICITY SERVICE, Ltd.** Est. 1918  
4-7, Red Lion Court, Fleet Street, London, E.C.4

LLEWELLYN B. ATKINSON, Chairman. T. C. ELDER, Managing Director, 25 years' experience in financial and commercial publicity. C. J. DE B. SHERINGHAM and R. H. W. HOPE, Directors. This agency is familiarly described as I. P. S. It has over 30 regular clients on its books whose advertised products cover a very wide range of manufactures and services. The agency has given special service in community advertising, particularly on behalf of the electrical industry and the telephone.

**KENNY'S ADVERTISING AGENCY** Est. 1899  
Irish Advertising Headquarters, 65, Middle Abbey Street, Dublin

KEVIN J. KENNY is the Governing Director. W. VICTOR BROWN, the agency's Art Director. Awarded first prize in the Pictorial Press Competition of the Royal Dublin Society's National Art Exhibition, 1927. P. L. McEVoy started in Kenny's 1927. In his present capacity, he now controls the advertising of one of Dublin's leading departmental stores. MISS CONNERY has been with the agency for a great many years. W. BROWN, SR., has behind him the experience of more than thirty years' service in railway and governmental administrative departments. GORDON E. KELLY, is one of the younger school of Irish advertising men, who, prior to becoming associated with Kevin J. Kenny, had experience as a commercial traveler, and in the public service, as well as formerly being identified with the publicity staff of an American film corporation for some years. This organization has served the British and Irish governments as sole agents; Dublin Corporation; University Colleges of Dublin, Cork, and Galway; Great Southern Railways (Ireland); Irish-American Oil Co., Ltd.; Cairnes Ales, Drogheda; Cadbury's, Bournville; Powder's Whiskey; Limerick Steamship Co.; Urney, Chocolates, Dublin; and many others whose names are household words. Clients number over three hundred, and represent practically every field of advertising activity.

**LONDON PRESS EXCHANGE, Ltd.** Established 1892  
108-111, St. Martin's Line, London, W.C.2

*Inc. Practitioners of Advertising.*

REGINALD J. SYKES, Managing Director; PERCY C. BURTON, Director; STANLEY J. FAY, Director of Production; MAJOR G. HARRISON, Director; LESLIE HARWOOD, Director; CHARLES W. HOBSON, Director of Production; COLONEL P. IZOD, Director in charge of Financial Advertising. H. R. McLATCHIE, Director. SIR LAWRENCE WEAVER, Director in charge of Co-operative Advertising. W. L. WILDIG, Director. Over 150 accounts, including important national advertisers, are handled by this agency. Includes special departments for cooperative advertising and financial advertising. Associated with Publicity Arts, Ltd. (printing), Outdoor Publicity (poster advertising), and Publicity Films, Ltd., (film advertising).

**LORD & THOMAS, Ltd.** Established 1922  
Surrey House, Victoria Embankment, London, W.C.2

A. D. LASKER, THOMAS F. LOGAN, RALPH V. SOLLITT, D. E. BRUNDAGE, and NORMAN H. CLEMENCE, Directors. Recognized as full service agency by all British publishers. On the recommendatory list of the United Billposters' Association. Conducted under American management with British staff on the general principle of adapting American advertising methods to British merchandising and advertising conditions. Accounts handled are: The Palmolive Co. (of England), Ltd.; Wrigley (sales), Ltd.; Shel-Mex, Ltd.; The Pepsodent Co.; T. H. Harris & Sons, Ltd.; Studebaker (England), Ltd.; Durham-Duplex Razor Co., Ltd.; J. Wix & Sons, Ltd. (billposting);

Northam Warren Corp. (Creme Elcaya); Holeproof Hosiery Co.; Mary T. Goldman Co.; H. S. Whiteside & Co., Ltd.; Gilbert Limited; Kotex Co.; Van Ess Laboratories.

**LYNCH'S ADVG. & PUBLICITY SERVICE** Est. 1919  
8, D'Olier Street, Dublin

SEAN LYNCH, Director, 10 years' experience. Accounts handled by this agency are: government, corporation, public bodies, insurance companies, etc. Specializes in Irish industrial and bilingual advertising.

**McCONNELL'S ADVERTISING SERVICE** Est. 1914  
Publicity House, Great Brunswick Street, Dublin

*Inc. Practitioners of Advertising.*

CHARLES EDWARD McCONNELL, Principal. Now owner of McConnell Hartley, Ltd., the only distributor of advertising films in Ireland. Accounts handled by this agency in Ireland are: Wincarnis, McCoy's Tablets, Odol Dentifrice, Nugget Shoe Polish, Shell Motor Spirit and Oils, Paddy Flaherty Whisky, Renault Cars, Irish Tourist Assn., Atkinson's Irish Poplin, Keillers' Jams, Cross & Blackwell, Berger Paints, Jacob's Biscuits, Dublin Gas Co., Reducine Horse Remedy, Matterson's Bacon & Sausages, Lee Boots and Shoes, Rowntree's Cocoa and Chocolates, etc. This agency is equipped to give a complete modern service including market research, copywriting and art work. Owing to its intimate knowledge of Irish conditions it controls the Irish advertising of many important British manufacturers.

**MATHER & CROWTHER, Ltd.** Established 1850  
New Bridge Street, London, E.C.4

*Inc. Practitioners of Advertising.*

H. L. MATHER, E. L. MATHER, W. H. CARR and A. H. SIMPSON, Directors. The accounts handled by this agency include Huntley & Palmers, Ltd., McDougall's Flour, Symington's Soups, H. P. Sauce, Hall's Wine, Sanatogen, Formamint Genasprin, Achille Serre, Ardern's Sewing Cotton, John Noble's Costumes, H. J. Searle & Sons, Gallaher, Ltd., Canadian National Railways, Corporation of the City of London, Fruit Brokers' Federation, Norwegian Brisling, Greek Government, etc. Leading agents in the City of London, possessing a complete organization for handling all branches of advertising. The agency specializes in newspaper advertising, domestic and overseas, street posters, omnibus, railway and tram advertising. Printing works controlled and owned by company.

**C. MITCHELL & CO., Ltd.** Established 1837  
Mitchell House, 1 and 2, Snow Hill, London, E.C.1

*Inc. Practitioners of Advertising.*

L. O. JOHNSON, Chairman. JAMES STRONG, Managing Director. E. E. GRAY. Staff numbers eighty. This agency specializes in the advertising of grocery, chemical and drug lines. In addition to handling advertising in Great Britain and Ireland, this agency has a large connection in Australia, New Zealand, South Africa, India and the British Possessions, and also in all the European countries. Among the American accounts served by this agency are Gillette Safety Razors, Sloan's Liniement, National Radiator, Cuticura, Danderine, Ingersoll Watches, Diamond Dyes, Mulsified Coconut Oil Shampoo. For further information see page 358.

**MORISON'S ADVG. AGENCY (HULL), Ltd.** Est. 1893  
7, Albion Street, Hull, Yorkshire and 160a, Fleet Street, E.C.4

*Inc. Practitioners of Advertising.*

ERNEST MORISON, Director, published first British advertising publication, "Publicity," in 1897. Experience in all forms of advertising. ARTHUR TAYLOR, Director, 30 years with agency. LEWIS C. STEPHEN, Director, accountancy executive, 27 years with agency. A "pioneer" provincial agency which has firmly established itself as one of the soundest agencies giving "service" in advertising, marketing, distribution, etc. Has its own billposting, sign writing, ticket writing, printing plant, now carries numerous national campaigns and has successful London office. Clients' connections range from thirty years.

**NASH & ALEXANDER, Ltd.** Established 1923  
Kingsway House, 103, Kingsway, London, W.C.2

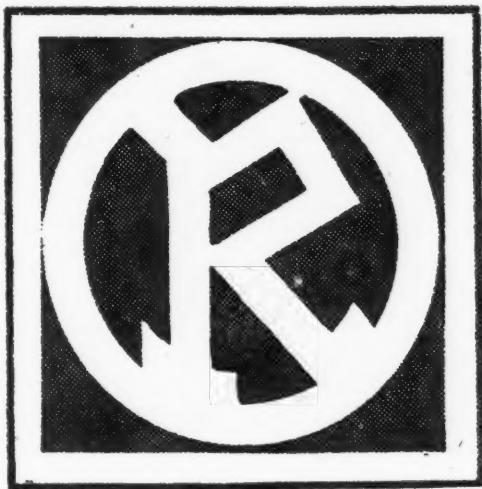
*Inc. Practitioners of Advertising.*

W. A. ALEXANDER, A.I.P.A., J. G. JACKSON and E. J. MORISON, A.I.P.A., Directors. All forms of general advertising undertaken, but specialists in engineering, wireless, fabrics, confectionery and medicinal advertising.



# G.S. ROYDS LTD.

ARE PRIVILEGED TO CONDUCT  
THE BRITISH ADVERTISING OF



CELANESE FABRICS  
 HIND'S HONEY AND ALMOND CREAM  
 KLEINERT'S SPECIALITIES  
 LLOYD LOOM FURNITURE  
 MARSHOL ANTISEPTIC  
 NASH CARS  
 ROGER & GALLET PERFUMES  
 AND  
 AMAMI SHAMPOOS  
 AMPLION RADIO PRODUCTS  
 BONDMAN TOBACCO  
 BOYD PIANOS  
 BRITISH MUSIC STRINGS  
 DECCA GRAMOPHONES  
 FENWICK'S OF BOND STREET  
 KOH-I-NOOR TOOTHBRUSHES  
 THE LONDON SHOE CO., LTD.  
 MONSOL PRODUCTS  
 ROSE'S LIME JUICE  
 SUMMIT CIGARETTES  
 WREN'S SHOE POLISHES  
 ZIG-ZAG CIGARETTE PAPERS



S. ROYDS LTD., WELLINGTON HOUSE, 125/130 STRAND, LONDON, ENGLAND

**ALFRED PEMBERTON, Ltd.**  
187, Piccadilly, London, W.1

Established 1924

*Inc. Practitioners of Advertising.*

ALFRED PEMBERTON, Managing Director. Late advertising manager of the London Times and late of the Tatler, thorough experience in newspaper production on advertisement side. G. RENDEL BISHOP, Legal Adviser. J. G. BOTTELL, General Manager, for many years chief buyer to the London Press Exchange. This agency serves many leading national accounts including: Cerebos, Ltd.; Clyno Engineering Co.; Cantilever Shoe Co.; Champion Spark Plug Co.; Columbia Phonograph Co. (service only); Black & Decker, Ltd.; Bristol-Myers Co., etc. Has a complete studio service maintained.

**POOLS ADVERTISING SERVICE, Ltd.**  
180-1, Fleet Street, London, E.C.4. Branch Offices: 65, London Wall, London, E.C.1 and 1, Princess Street, Albert Street, Manchester.*Inc. Practitioners of Advertising.*

GEORGE MURRAY, Director. A. ROTHERY, Director. Have conducted the publicity of many of the largest advertisers of the period. Accounts handled by this agency are: 4711 Eau de Cologne, Galloways Cough Syrup, Lionel Powell International Celebrity Concerts, London and Provinces, Clara Butt London and Provincial Concerts, McLintock's Down Quilts, Reville, Ltd., Court Dressmakers, Clark's College, London and Provinces; Booth's Distilleries, Ltd.; Car & General Insurance Corporation; Fuller Horsey Sons & Cassell; Chappell & Co., Ltd., music, pianos; and many other large advertisers. This agency is well experienced in all forms of general advertising.

**F. C. PRITCHARD & PARTNERS, Ltd.** Est. 1919  
6, Buckingham Street, Adelphi, London, W.C.2*Inc. Practitioners of Advertising.*

FLEETWOOD PRITCHARD, Managing Director. SINCLAIR WOOD. In charge of "Market Investigation" department Lever Bros. until 1924 when he joined this business as director. Accounts handled by this agency are: Polytechnic Touring Association, Ltd.; Johnson & Johnson (Great Britain), Ltd.; Venesta, Ltd.; Arch Preserver Shoe, Ltd.; W. A. & A. C. Churchman; Drysdale & Co., Ltd.; Scottish Widows & Life Assurance Society; Gordon (England), Ltd.; Associated Bookbuyers Co. This business specializes in the making of marketing plans. Conducts national and sectional market investigations. Fully organized to give advertising service of every kind.

**FREDK. E. POTTER, Ltd.** Established 1897  
Imperial House, Kingsway, London, W.C.2*Inc. Practitioners of Advertising.*

FREDK. E. POTTER, Governing Director. Established agency 32 years ago, after having served as manager 7 years in an advertising agency, with commercial experience prior to that. F. HOWARD POTTER, Managing Director. Ten years with agency. MONTAGUE W. MIDDLETON, Director, 30 years' active experience in advertising. Handles some of the largest British accounts, also the advertising of leading United States firms in Great Britain. CHARLES W. BASHFORTH, Director, 31 years with the agency. ERNEST A. RATCLIFFE, Director, 26 years with agency. Copywriter and contact man. Originator of most successful insurance advertising in England. These are associated with a large and experienced staff. Accounts handled by this agency are: Dennison Manufacturing Co., Ltd.; Jenkins Bros., Ltd.; K. O. Cereals Co., Ltd.; Libby, McNeill & Libby, Ltd.; O-Cedar, Ltd.; Pelman Institute, Ltd.; Mrs. Pomeroy, Ltd.; Pyrene Co., Ltd.; Ruberoid Co., Ltd.; Waterman's Ideal Fountain Pens, Sun Life Assurance Co. of Canada; Youma (England), Ltd.; Dixon's Pencils; Line's Pedigree Prams; Sunbeam Cycles; Pirelli Tires; Suchard's Chocolate; United States Playing Cards; Cornhill Issues, Ltd.; and many others. This agency enjoys reputation for service and integrity. Has extensive practice in handling advertising of leading American firms in this country. Will not accept liquor, medicated wines or ballot advertising.

**G. S. ROYDS & CO., Ltd.** Established 1927  
Wellington House, 125-130, Strand, W.C.2

GEO. S. ROYDS, Director, joined Osborne-Peacock Advertising Agents, Manchester, London and Glasgow, in 1912. After experience in all three offices joined John Noble, Ltd. (Britain's largest mail-order house) as advertising manager. After war service returned to Osborne-Peacock, Manchester, in charge of copy departments. In 1920 appointed general manager, London office Osborne-Peacock, which organization was turned into a new company in 1927. PHILIP E. HILL, Director,

Chairman, Taylors (cash chemists) Trusts, Ltd., and Veno Drug Co. and director of other well-known British undertakings. LOUIS NICHOLAS, Director, managing director of Beecham's Pills and Estates, Ltd., and of the Wren Boot Polish Co. of Northampton. Accounts handled by this agency are: Amami Shampoos, Ambrosia Milk, Wm. Bailey & Sons, L. Rees & Co., Bondman Tobacco, Brownie Wireless, Celanese Fabrics, Dr. Cassell's Tablets, Electrolux Refrigerators, Germolene, Greys Big, Klein Rubber Accessories, Koh-i-Noor Toothbrushes, Lloyd Loom Furniture, London Shoe, Orlik Pipes, Pascalls Confectionery, Renault Cars, Roger & Gallet Perfumes, Sarony Cigarettes, Simoniz, Tan-Sad Prams & Toys. For further information see page 365.

**SAWARD, BAKER & CO., Ltd.** Established 1899  
27, Chancery Lane, London, W.C.2*Inc. Practitioners of Advertising.*

H. G. SAWARD, joint Managing Director. Is a member of the Council of the Institute of Incorporated Practitioners in Advertising. MISS E. M. WOODYARD became joint Managing Director. ALEXANDER COX, Director since 1922. Was advertisement manager of "Glaxo" 1914-1921. W. H. HARFORD, Director since 1923. T. R. PARKER, Director, with agency 23 years. F. R. SAINTY, Director. J. E. WALTERS, Director, 25 years in advertising. Among the products advertised by this agency are: J. & P. Coats, Ltd.; Threads—Clark & Co., Ltd.; Artificial Silks, etc., Barker & Co.; Bodies for Rolls Royce and other cars; Vulcan Vehicles; Del Monte Canned Fruits and Vegetables; Ovaltine; Parozone; Groaten; Gibbs' Dentifrice; Nil Simile Shoes; St. Margaret Hosiery and Underwear; National Bank; North British Rubber Co., Ltd. (clinker tires, etc.); A. Bourne & Co., Ltd.; Hey & Humphries; Walters' "Palm" Toffee; Fitts Corsets; Younger's Scotch Ales; Kerol Capsules; London School of Journalism; Gibbs' Toilet Soaps; Reslaw Hats; Fortiphone; Lawes Wire Netting; Macdonald Smith "From Brain to Keyboard"; Kemp's Biscuits; Jecomalt; Bengue's Balsam; Dunville's Whisky; Haymills Houses; Farrow's Tomato Ketchup; Iron Jellies; Cristolax. A carefully planned organization capable of dealing with any selling problem that comes before them. Equipped for national and international campaigns, it has special staffs to deal with market research, space buying and rates, copywriting, studio work in all its branches, visualizing, printing, blocks and layouts (press room), records, outdoor publicity, films, etc., all under the control of seven working directors.

**SELLS, Ltd.** Established 1869  
168, Fleet Street, E.C.4*Inc. Practitioners of Advertising.*

ALFRED SELL, Chairman and Managing Director. CHAS. H. SELL, Director and Manager. WM. TAYLOR, Director and Secretary. WM. JEFFREY, Director. This agency specializes in service accounts in all trades, as well as billposting, enameled signs, printing, etc. Among their accounts are: Reckitt & Sons, Ltd.; Beetham's Larola; Raleigh Cycles; London County Council Tramways; Tourist Development Association of Egypt; Ner-Sag (Overseas), Ltd.; H. M. Government, and many other accounts of importance.

**SMITHS' ADVERTISING AGENCY, Ltd.** Est. 1878  
100, Fleet Street, London, E.C.4*Inc. Practitioners of Advertising.*

Principal Director, PHILIP SMITH; other Directors, F. BENNETT, J. COOTE, LUTHER SMITH, W. H. BOLTON. Accounts handled by this agency are: Allinson, Ltd.; Boots' Pure Drug Co.; Catesbys, Ltd.; Chivers; A. C. Fincken & Co.; Foster Clark; London Glove Co.; Pond's Toilet Creams; Poulton & Noel, Ltd.; Ryder's Seeds; Scholl Manufacturing Co.; Sharp's Toffee; Radiation; Treloar, Twilfit, Whitaker Dyes; William's Shaving Soap; W. J. Harris & Co., Ltd.

**SPOTTISWOODE DIXON & HUNTING, Ltd.** Est. 1909  
Regent House, Kingsway, London, W.C.2*Inc. Practitioners of Advertising.*

This agency is equipped to advise upon and handle appropriations of any size. They have special facilities for billposting and all outdoor publicity.

**STEPHENS ADVERTISING SERV., Ltd.** Est. 1919  
1, New Court, Lincoln's Inn, London, W.C.2

J. G. STEPHENS, Director; experience for 15 years. A completely self-contained service agency giving highly individual merchandising and advertising service to its clients, among whom are several big advertisers.



# FOREIGN MARKETS

## OUR OVERSEAS AND FOREIGN DEPARTMENT PRESENTS A COMPLETE SERVICE

Special advertising campaigns are planned by those who have first-hand knowledge of local conditions.

Expert marketing advice is given.

Information regarding Agents is supplied.

The right agents for the right goods are carefully selected by our experts.

Where necessary we actually sell your goods for you.

Special characteristics of local conditions are investigated if desired.

A complete expert Foreign Service is at your command at all times.

## *offer Big Opportunities for Increased Business*

IN the populated parts of the world there must be fresh markets for your merchandise. Whether it be the crowded Oriental East—the busy West—the cold Northern spaces—or the sun-baked South, new possibilities for selling your goods must exist.

But the foreign market cannot be approached from the same angle as the home market. It is an altogether different proposition and needs expert handling.

SELLS, LTD., of London, have for sixty years specialized in foreign marketing and advertising, and on their staff are men who are familiar with the markets of the world. Men who know just what goods to offer, what sales arguments to employ, and what results to expect. Manufacturers who wish to extend their Sales area should consult SELLS LTD.

*\*Send us particulars of your product and mention the markets that interest you. We will then study the possibilities of your product for foreign selling and give you our advice—FREE. This entails no obligation on your part.*

## SELLS, LTD.

### ADVERTISING AGENCY

*Incorporated Practitioners in Advertising*

167-168 FLEET STREET  
LONDON, EC. 4.

Tel.: Central 7651 (5 lines)

Cables: Sell, London



**STUART ADVERTISING AGENCY, Ltd.****Kingsway House, Kingsway, London, W.C.2**

H. STUART MENZIES, Managing Director. J. R. M. BRUMWELL, Secretary. This organization is maintained to place and administer accounts entrusted to H. Stuart Menzies, who is the author of Fortnum & Mason "Commentaries" and many other original advertising productions that have created widespread interest all over the world. It is not an agency that handles "cut and dried" accounts so much as advertising campaigns where some striking and unusual treatment is required.

**H. CECIL TAYLOR, Ltd.**

Established 1920

**Grosvenor Buildings, Steelhouse Lane, Birmingham**

H. CECIL TAYLOR, Director. Now publicity manager General Motors, Ltd., London. CYRIL W. TINGS, Director, business executive and advertising experience. Been in agency world from 1923. Joined this agency in 1924 as production manager. H. TAYLOR, Director. LAWRENCE C. HILL, Director. Accounts handled by this agency are: Bacon, beer, cars and accessories, chemical preparations, clothing, commercial motors, confectionery, cranes, cycle specialties, factory equipment, fertilizers, furniture, motor hire, road and quarry plant, shoes, sports goods, steel constructions, wireless, wire ropes, etc. This service agency handles all kinds of advertising and publicity. Wide range of products handled, and wide experience in advertising engineering and industrial products.

**J. WALTER THOMPSON COMPANY****Bush House, Aldwych, London, W.C.2**

This agency maintains a complete staff in its London offices. SAMUEL W. MEEK, JR., is Manager. Among the American accounts serviced are: Beacon Cheese, Buxton Keytainer, Cream of Wheat, Cutex, Douglass Lighter, the automobiles of the General Motors Co., Lux Flakes (Lever Brothers), Muffets, Puffed Rice, Puffed Wheat (Quaker Oats, Ltd.), Od-or-ono, Royal Baking Powder, Sun-Maid Raisins, Swift's Lard and Vaseline.

**TULLY-CRABBE, Ltd.**

Established 1926

**Star Buildings, Northumberland Street, Newcastle-on-Tyne***Registered Practitioners in Advertising.*

J. BERNARD CRABBE, Managing Director; 17 years' advertising experience. 1923 commenced agency work as J. B. Crabbe Advertising Service, South Shields. 1926 amalgamated with Tullys, Ltd., Newcastle-on-Tyne and formed Tully-Crabbe, Ltd. W. G. TULLY, Director (not active). Accounts handled by this agency are: "Be-Ro" Self-Raising Flour, Hindhaugh's Wholemeal, "Fairy" Soap, "Dyso" Ammonia Powder, Newcastle Pale Ale, "Heirloom" Furniture, "The Dentabath," Carrick's Cumberland Sausage, "Meridian" Glass and Paints, Newcastle and Gateshead Gas Co., Wright's Biscuits, Priestman Household Coke, and various local retail accounts. This agency is the largest service agency between Leeds and Glasgow. They specialize in press publicity, but have wide experience in designing and planning booklets, folders, etc. Have their own art studio and are organized to handle complete campaigns, with special local facilities for block making, typesetting and stereotyping.

**C. VERNON & SONS, Ltd.**

Established 1884

**38, Holborn Viaduct, London, E.C.1 and at Liverpool***Inc. Practitioners of Advertising.*

C. HAROLD VERNON, Chairman and Managing Director. P. H. VERNON, A. R. ROLLINGS, L. C. VERNON, Directors. Printing works at Lower Thames Street, E.C.3. Staff numbers 170. This agency specializes in the advertising of proprietary drug and food products selling through drug and grocery stores, and is able to offer the assistance of a complete selling organization in addition to advertising service. American accounts handled include the Bowman-Biltmore Hotels, Auto-Knitter Hosiery Co., Hood Rubber Co., Waltham Watch Co., etc.

**J. M. WALKER & CO. (Advertising), Ltd.**

Est. 1926

**Aldwych House, Aldwych, London, W.C.2***Inc. Practitioners of Advertising.*

J. M. WALKER, R. G. PYE and COLONEL G. S. HUTCHISON, Directors. J. M. Walker, before entering into the advertising agency business, was advertisement manager of the Manchester *Guardian* for fourteen years. Col. Hutchison was a member of the staff of the London Press Exchange. J. M. Walker & Co. was formerly known as the Winter Thomas Co., having changed its name on January 1, 1926; its predecessor was

established in 1917 by J. M. Walter and Ralph Winter Thomas. The chief accounts of the agency at present are the London Midland & Scottish Railway, Colgate & Co., Huntley & Palmers, Ltd., Pompeian Products, Inc., Plasmen, Ltd., The British Hanovia Quartz Lamp Co., Ltd., Timken Axles, Continental Motors, Lockheed Hydraulic Brakes, Swiss Federal Railways and many others.

**WILLS, Ltd.**

Established 1868

**Lincoln House, 296-302, High Holborn, London, W.C.1***Inc. Practitioners of Advertising.*

A. H. COOKE, H. A. FLAY, joint Managing Directors. Some of the clients served are: Alpin & Barrett, Ltd., (St. Ivel Cheese); Car Mart, Ltd.; Dunhills, Ltd. (motor accessories and clothing); Gill & Reigate (furniture); Mazawattee Tea Co., Ltd.; Prince of Wales Hotel; Schweppes, Ltd. (table waters), etc.

**WILLING & CO., Ltd.**

Established 1840

**356-364, Gray's Inn Road, London, W.C.1****Branch Office (Willings Press Guide, Established 1872)****Cecil Chambers, 86, Strand, London, W.C.2**

Directors: FRANCIS H. EDWARDS, M.D., M.R.C.P. JOHN HANMER WINGRAVE, Managing Director. PERCY F. WINGRAVE has had 30 years in advertising. He became a director in 1921. C. R. EDBROOKE. Has been engaged in selling and advertising proprietary goods for 35 years. From 1909 to 1923 business manager and then proprietor of "The Advertising World." Willing's have for over three-quarters of a century enjoyed the distinction of being one of Great Britain's representative businesses. Their name springs to the mind when publicity is mentioned. They have traditions, prestige, and a long record of achievement, which together form their most valuable asset. The list of clients includes: Van Heusen International Coy (collar manufacturers); A. G. Spalding & Bros. (British), Ltd. (sports requisites); National Cash Register Co., Ltd.; Highbury Furnishing Co., Ltd.; British Mercedes, Ltd. (car manufacturers); London Holeproof Hosiery Co., Ltd.; Midland Gear Case Co., Ltd.; S. Smith & Son (M. A.), Ltd. (motor accessories); County Borough of Bournemouth; Igranic Electric Co., Ltd. (wireless and electrical switch gear manufacturers); Naylor Brothers (London), Ltd. (paints, varnishes, etc.); Beatty Brothers, Ltd. (laundry appliances); J. B. Lewis & Sons, Ltd. (manufacturers of Meridian underwear); Booth's Distilleries, Ltd. (distillers and rectifiers), Lloyds Bank, Ltd.; National Bank, Ltd.; Royal Exchange Assurance; Frankfurt Fair; Chas. Mackinlay & Co. (distillers of M. L. and V. O. B. Scotch Whisky); Tullis, Russell & Co., Ltd. (paper manufacturers); James Spence & Co., Ltd. (drapers); Phs. Van Ommen (London), Ltd. (shipping agents); William Nash, Ltd. (paper manufacturers).

**A. J. WILSON & CO., Ltd.**

Established 1894

**154, Clerkenwell Road, London, E.C.1**

A. J. WILSON, Director. MRS. A. J. WILSON entered the company's service in 1896, joined the board of directors in 1916. T. G. CASSON joined the board 1926, appointed Managing Director September, 1927. J. G. WILSON, Director, joined the firm in 1924. MAJOR LLOYD and B. RUBIN, Directors, joined the board 1923 and 1926, respectively. Accounts handled by this agency are: Austin Motor Co., Ltd.; A. C. (Acedes) Cars, Ltd.; Rootes Limited; Pass & Joyce, Ltd.; Marmon Cars; Burndept Wireless; Eugene, Ltd.; and over 15 other accounts. The service afforded is unique, embracing every phase of modern publicity. The resources are comprehensive, including market research department, studio, copy, ideas, setting, printing departments equipped with up-to-date plant including color work, linotype and monotype machines—foundry equipped with modern plant for the rapid production of stereos and electros.

**THE WINTER THOMAS CO. (1926), Ltd.**

Est. 1926

**(Reconstructed)****30-31, Great Queen Street, Kingsway, London, W.C.2***Inc. Practitioners of Advertising.*

RALPH WINTER THOMAS, Director, experience in advertising practice 25 years, and in agency practice 21 years. S. J. G. CHIPPERFIELD, Director, 11 years in advertising and agency practice. R. C. MURTON, Director, 20 years in advertising and agency practice. R. G. PYE, Director. Some accounts handled by this agency are: Austin Reed, Ltd., Grape Nuts Co., Ltd., (Grape Nuts, Post Toasties, Post's Bran Flakes and Postum), United States Rubber Co., E. Lazenby & Sons, Ltd., Kelvinator, Friends Provident & Century Life Office, etc. This is a fully equipped agency rendering intensive service to a limited number of clients.

## PRINCIPAL NEWSPAPERS OF GREAT BRITAIN

Name of Newspaper and City	Circulation	Districts Covered	Chief Reader Interest
<b>ENGLAND</b>			
<b>Bath</b>			
Bath & Wilts Chronicle & Herald (D-E).....	22,000	Somerset and Wiltshire.	Local and District news—also latest telegraphic.
<b>Birmingham</b>			
Birmingham Gazette (D-M).....	125,000	Birmingham and 40 mile radius.	Upper middle and middle classes.
Evening Dispatch (D-E).....	160,000	Birmingham and 40 mile radius.	Upper middle and middle classes.
<b>Bristol</b>			
Bristol Times & Mirror (D).....		Bristol, Somerset, Gloucestershire and Wiltshire.	Local news, all sports and financial, commercial and shipping news.
Evening Times & Echo (D-E).....		Somerset, Gloucestershire, Wiltshire, Devonshire and Bristol.	West country news, full national news service, motoring, wireless and sports.
<b>Derby</b>			
Derby Daily Express (D-E).....	28,923	South and West portions of the county of Derbyshire.	
Derby Daily Telegraph (D-E).....		Derby, Derbyshire, Ilkerton, Ripley, Henon, Burton in Trent and Loughborough.	Family and sports.
<b>Hull</b>			
Hull Daily Mail (D-E).....	74,000	Hull, East Yorkshire and N. Lincolnshire.	Local, parliamentary, national and sports.
Hull Evening News & Eastern Morning News (M&E).....		E. Riding of Yorkshire and N. Lines.	General news, sport and pictures.
<b>Exeter-Devon]</b>			
Devon & Exeter Daily Gazette (D-M).....		Whole of County of Devon and portions of Cornwall, Somerset and Dorset.	
<b>Isle of Guernsey</b>			
Guernsey Evening Press (D).....	6,500	Whole island of Guernsey.	Tomato industry, island cattle, general English and telegrams.
<b>Isle of Jersey</b>			
Evening Post (D-E).....	9,200	Whole of island.	Local news.
<b>Leicester</b>			
Leicester Mail (D-E).....		Leicester, Loughborough, Coalville, Market Harborough, Rugby and Stamford.	
<b>Liverpool</b>			
Liverpool Echo (D-E).....		Lancashire, Cheshire and North Wales.	
Liverpool Post & Mercury (D-M).....		Lancashire, Cheshire and North Wales.	Business and professional classes.
<b>London</b>			
Daily Chronicle (D-M).....	986,540	Great Britain and Ireland (including Free State.)	News, sport and pictures.
Daily Express (D-M).....	1,581,364	Great Britain and Ireland.	Middle class home.
Daily Mail (M).....	1,968,376	Whole of Great Britain.	
Daily Mirror (D).....	Over 1 million	United Kingdom.	Family.
Daily News (D-M).....	900,000	Great Britain and Ireland.	General news.
Daily News & Westminster Gazette (D).....	900,000	Whole of Great Britain.	
Daily Sketch (D).....	1,048,239	All British Isles—Overseas edition going to all parts of world.	Leading writers and pictures. Large circulation among women.
Eastern Evening News (E).....		Whole of Norfolk, parts of Suffolk and Cambridgeshire.	General news, finance and sport.
Financial Times (D-M).....		All financial centres throughout world.	Finance and commerce.
Sporting Chronicle (D-M).....		All British Isles.	Sports.
The Sporting Life (D).....	100,000	Great Britain.	Sports, chiefly racing.
The Star (D-E).....	792,917	London and home counties.	Latest news.
The Times (D-M).....	190,000	National and International.	World's news.
<b>Manchester</b>			
Manchester Evening News (D-E).....		Lancashire, parts of Cheshire, Derbyshire, Yorks, Staffs, Wales and Isle of Man.	Professional, business, housewife and sports.

# **PRINCIPAL NEWSPAPERS OF GREAT BRITAIN (Continued)**

Name of Newspaper and City	Circulation	Districts Covered	Chief Reader Interest
<b>ENGLAND—(Continued)</b>			
<b>Newcastle Upon Tyne</b>			
Newcastle Daily Journal & North Star (D-M).....	40,000	Northumberland, Durham and districts Northallerton to Berwick to Carlisle.	Topical.
<b>Northampton</b>			
The Daily Echo (D-A).....		Northamptonshire, North Buckinghamshire and part of Warwickshire.	Local and general news.
<b>Nottingham</b>			
Nottingham Evening News (D-E).....	52,000	Nottinghamshire, Derbyshire, Leicestershire and Lincolnshire.	Industrial.
Nottingham Evening Post (D-E).....		Nottingham, Derby, Lincoln, Leicester and Rutland.	Local and general news.
Nottingham Guardian (D-M).....		Nottingham, Derby, Lincoln, Leicester and Rutland.	Local and general news.
Nottingham Journal.....	50,000	Nottinghamshire, Derbyshire, Leicestershire and Lincolnshire.	All classes.
<b>Portsmouth</b>			
The Evening News (D-E).....	66,000	Portsmouth, Southsea and 24 other towns.	Home and shipping.
Morning News & Sporting Mail (D-M).....	6,000	Portsmouth, Southsea and 24 other towns.	Current racing.
<b>Sheffield</b>			
Sheffield Daily Telegraph (D-M).....	63,000	South Yorkshire and North Midlands.	General news.
Sheffield Independent (D-M).....	50,000	South Yorkshire and North Midlands, including Rotherham, Doncaster, Barnsley, Penistone, Chesterfield, Worksop, Retford, Mansfield, Bakewell and Buxton.	General middle class.
Sheffield Mail (D-E).....	90,000	South Yorkshire and North Midlands, including Rotherham, Doncaster, Barnsley, Penistone, Chesterfield, Worksop, Retford, Mansfield, Bakewell and Buxton.	General middle class.
Yorkshire Telegraph & Star (D-E).....	160,000	South Yorkshire and North Midlands.	General news.
<b>Sunderland</b>			
The Sunderland Echo & Shipping Gazette (D-E)....	42,916	Sunderland and surrounding counties	National and local news.
<b>Wolverhampton</b>			
Express & Star (D-E).....		Wolverhampton and surrounding country.	Local, general and sport news.
<b>Worcester</b>			
Worcester Daily Times (D-E).....	11,000	Worcestershire and Herefordshire.	General.
Worcestershire Echo (D-E).....		Worcestershire and parts of Gloucestershire and Herefordshire.	News and family.
<b>York</b>			
Yorkshire Evening Press (D-E).....		York City and 25 mile radius.	General and local news.
Yorkshire Herald (D-M).....		Yorkshire and portions of adjacent counties.	Local and national news, sports, finance and pictures.
<b>IRELAND</b>			
<b>Belfast</b>			
The Northern Whig & Belfast Post (D-M).....	27,000	Whole of Northern Ireland.	Commercial, sports, motor, general news and women's features.
<b>SCOTLAND</b>			
<b>Aberdeen</b>			
Aberdeen Evening Express (D-E).....	80,000		Fish, agriculture, financial and granite.
Aberdeen Press & Journal (D-M).....	35,000		Fish, agriculture, financial and granite.
<b>Dundee</b>			
Dundee Courier & Advertiser (D-M).....		Central Scotland, covering counties of Angus, Fife, Perth and Kincardine.	All classes.
Dundee Evening Telegraph & Post (D-E).....		Angus, Perth, Fife and Kincardine.	Rapid telegraphic reports, market intelligence and literary extracts.
<b>Edinburgh</b>			
Edinburgh Evening News (D-E).....			General.
Evening Dispatch (D-E).....		All Eastern midland and southern districts of Scotland.	
The Scotsman (D-M).....		Scotland and North of England.	



## PRINCIPAL NEWSPAPERS OF GREAT BRITAIN (Continued)

Name of Newspaper and City	Circulation	District Covered	Chief Reader Interest
<b>SCOTLAND—(Continued)</b>			
<b>Glasgow</b>			
Daily Record & Mail (D-M).....	215,848	All Scotland.	Popular appeal.
The Evening Citizen (D-E).....		Lavarkshire, Renfrewshire, Dembartonshire and So. west of Scotland generally.	Commercial, news, sports and special features.
The Evening Times (D-E).....	245,275	All Scotland.	General news.
Glasgow Evening News (D-E).....		Glasgow and West of Scotland.	Local news and special features.
<b>WALES</b>			
<b>Cardiff</b>			
South Wales Echo (D-E).....	168,016	South Wales, Monmouthshire and border English counties.	General news.
South Wales Journal of Commerce (D-M).....		South Wales and commercial and industrial centres throughout United Kingdom and Europe.	Coal buyers, owners and exporters. Ship-owners, shipbuilders and repairers. Iron, steel and tinplate manufacturers.
<b>Newport Mon.</b>			
South Wales Argus (D-E).....		Monmouthshire, Forest of Dean and East Glamorgan.	General.

## PRINCIPAL AMERICAN ADVERTISERS OPERATING IN THE BRITISH MARKET

(Listed Alphabetically)

Adams Chiclets and Chewing Gum  
Aero Products (Radio)  
American Cabinet Co.'s Products  
American Electric Co.'s Products  
American Gear Co.'s Autocar Gears  
Apex Electric Vacuum Cleaners, Ironers and Washers  
Arch-Preserver Shoes  
Armour & Co.  
Art Metal Steel Office Furniture  
Billings & Spencer Drop Forged Mechanic Tools  
Boncilla Beautifier and Kindred Preparations  
Burroughs Adding, Bookkeeping, Calculating, and Billing Machines.  
Celluloid Corporation's Photographic Celluloid Film  
Chris-Craft Motor Boats  
Chrysler Motor Cars  
Cleveland Twist-Drills, Reamers, etc.  
Colt Revolvers  
The Comptometer  
Conklin-Pens & Pencils  
Cream of Wheat  
Crosley Radio Products  
Cutex  
Cuticura Products  
Dalton Adding & Listing Machine  
Del Monte Canned Fruits, Sauces, etc.  
Dennison Tags, Crepe Paper, Sealing Wax, Boxes, etc.  
The Dictaphone  
Disston Saws, Tools and Files  
Ditto Duplicator  
Dixon's Eldorado Pencils  
Dromedary Date, Grape Fruit  
Durham-Duplex Razors  
Eberhard Faber Pencils, Penholders, Rubber Erasers and Rubber Bands  
The Ediphone Dictating Machine  
Elgin Watches, Keystone Watch Cases  
Elizabeth Arden Beauty Preparations  
Elliott-Fisher Recording and Accounting Machine  
Elto Outboard Marine Motors  
Esterbrook Pens  
Eureka Vacuum Cleaners  
Eversharp Pencils and Wahl Fountain Pens  
Farber's Electric Light Fittings  
Fels-Naptha Soap  
Florida Water (Murray and Lanman's)  
Force (Cereal)  
Forhan's Tooth Paste  
Fuller Brushes  
Gamewell Fire Alarm  
Gilchrist's Ice-Cream Accessories

Gillette Safety Razors and Blades  
Globe-Wernicke "Elastic" Bookcases, Furniture, etc.  
Glyco-Thymoline  
Grape-Nuts  
Graham-Paige Motors, Ltd.  
Hammond Varityper (Typewriter)  
Hanan Shoes  
Harley-Davidson Motor Cycle  
Henderson Motor Cycles  
Hood's Medicines  
H. O. Oats  
Hotpoint Electric Appliances  
Hudson-Essex Motors Ltd.  
Hupmobile Motors  
Ingersoll Watches and Waterbury Clocks  
Intertype  
Ipana Tooth Paste  
Ipswich Hosiery  
Ivory Soap  
Johnson & Johnson's Surgical Dressings  
Kardex Visible Record Systems  
Kayser Stockings  
Kellogg's Corn Flakes, etc.  
Kelly-Springfield Motor Tires  
Kelvinator Refrigerators  
Kleinert's Specialties  
Kodak  
Kotex  
Lady Pepperell Sheets and Pillow Cases, etc.  
Leggett's Premier Pure Food Products  
Libby Products  
Library Bureau (Card Filing System)  
Liquid Veneer  
"Maftex"  
Marmon Motor Car  
Mennen Shaving Cream, Talcum, etc.  
Mission Pure Fruit Juices  
Monroe Adding-Calculating Machines  
Mulsified Coconut Oil Shampoo  
Multigraph  
Multipost Stamp Affixer  
Musterole  
National Cash Register, Supplies and Accessories  
Odo-Ro-No  
O'Sullivan Rubber Heels  
Packard Cars  
Packer's Pine Tar Soap, etc.  
Paige Motor Car  
Palmolive Soap  
The Panatrope (Electrically-operated Gramophone and Wireless Reproducing Instrument)  
Peerless Motors  
Pepsodent  
Pond's Extract and Creams

Quaker Oats (Oatmeal, Flour and Cereal Products)  
Radio, Non-Electric Vacuum Cleaner, Vacuette and Keystone Electric Vacuum Cleaners  
Remington Cash Register  
Remington Guns, Rifles and Ammunitions  
Remington Typewriter  
Reo Motor Cars  
Richard Hudnut's Toilet Requisites  
Rotarex Electric Vacuum Cleaners, Ironers and Washers  
Royal Typewriters  
Ruberoid (Roofings, Felts, Dampcourses, etc.)  
Servel Refrigerators  
Simmons' Beds, Springs, Mattresses, etc.  
Singer Sewing Machine  
Sloan's Liniment (Human & Veterinary)  
L. C. Smith & Corona Typewriters  
Squibb's Dental Cream and Toilet and Pharmaceutical Preparations  
Stacomb (Hair Fixative)  
Stanley Butts, Hinges, etc., for Builders and Cabinetmakers  
Stanley Carpenters Tools of all kinds  
Starrett Precision Tools and Hacksaw Blades  
Stetson Hats  
Stewart Speedometers and Motor Accessories  
Stutz Motor Car  
Sunstrand Adding Machine  
Sun-Maid Raisins  
Swift's Products (Meat, etc.)  
Tanglefoot Fly-Papers  
Testrite Hydrometers  
Thor Electric Appliances  
Tabasco Sauce  
United States Playing Cards Co.  
"Universal" Electric Appliances (Vacuum Cleaners, etc.)  
Vacuum Oils  
Valor Perfection Oil Cookstoves  
Vibro Dental Products  
Vick Brand Vapour-Rub  
Walk-Over Shoes  
Waltham Watches, etc.  
Waterman's Ideal Fountain Pen  
Welch's Grape Juice  
Well's Rat Killer ("Rough on Rats")  
White Mountain Ice-Cream Freezers  
Williams' Shaving Soap  
Winchester Rifles, Guns and Ammunition  
Woodbury's Facial Soap and Kindred Preparations  
Wrigley's Chewing Gum  
Yale Locks, Electric Trucks, Chair Blocks, etc.

## DIGEST OF PATENT LAWS OF THE WORLD

Country	Dura- tion	Proper Applicant	Filing Limitation	Tax Periods	Patent Workings	Country	Dura- tion	Proper Applicant	Filing Limitation	Tax Periods	Patent Workings
Argentina.....	5-10-15 years	Inventor or assignee	Before publication anywhere	Annually End of 7th year	Every 2 years Within 4 years Within 3 years	Jamaica.....	14 years	Inventor or assignee	Before local use Before local publication	None Annually after 3rd year	None Every 3 years Within 3 years and continu- ous thereafter
*Australia.....	16 years	"	Before publication anywhere	Annually	Within 3 years	*Japan.....	15 years	"	Before publication anywhere	Annually	None
*Austria.....	18 years	"	Before publication anywhere	7th & 14th years	None	*Jugo-Slavia....	15 years	"	Before local publication	Annually after 4th year	None
Bahamas.....	21 years	Inventor or individual assignee	Before local publication	Annually	Annually	Leeward Islands	14 years	"	Before local publication	Annually after 4th year	None
*Belgium.....	20 years	Inventor or assignee	Before publication anywhere	None	None	Liberia.....	20 years	"	"	Annually	Within 3 years
Bermuda.....	14 years	"	Before local publication	Annually	Within 2 years	*Luxemburg.....	15 years	"	Before publication anywhere	Annually	Within 3 years
Bolivia.....	15 years	"	Before publication anywhere	Annually	Within 3 years	*Mauritius.....	14 years	"	Before local publication or in Great Britain	Annually	None
*Brazil.....	15 years	"	Before publication anywhere	3rd & 7th years	None	*Mexico.....	20 years	"	Before publication anywhere	Annually after 3rd year	Within 3 years
British Honduras.....	14 years	" only	Before local publication	None	"	*Morocco.....	15 years	"	"	Annually	Within 3 years
British North Borneo.....	14 years	" or assignee	During life of British patent	None	Within 3 years	*New Zealand....	14 years	"	Before local public use	None	Within 2 years
*Bulgaria.....	15 years	Any person	Before local publication	None	None	*Nicaragua.....	16 years	"	Before local publication	3rd & 6th years Annually	Within 4 years
*Canada.....	18 years	Inventor only	Within 2 years of publica- tion anywhere	None	None	Nigeria.....	5 to 10 years	"	Within 3 years of British patent	4th & 8th years	None
Chile.....	5, 10 or 15 years	Inventor or assignee	Before publication anywhere	"	None	*Norway.....	15 years	Owners of British patent	Before publication anywhere	Annually	Within 3 years
Colombia.....	5, 10 or 15 years	" only	Before local publication	"	Within 1 year	Nyassaland.....	17 years	Inventor or assignee with assignee	Before local publication	Annually after 4th year	Within 4 years
Costa Rica.....	20 years	Inventor or assignee	During life of foreign patent	Annually	Within 3 years	Panama.....	5 to 20 years	Inventor or assignee	Before local publication	None	Within 5 years
*Cuba.....	17 years	"	Before publication anywhere	"	Within 3 years	Paraguay.....	15 years	"	"	Annually	Within 3 years
*Czechoslovakia	15 years	"	Before publication anywhere	"	Within 3 years	Perak.....	16 years	"	Before local public use	Annually	None
*Denmark.....	15 years	"	"	"	Within 3 years	Peru.....	10 years	"	Before publication anywhere	None	Within 2 years
*Dominican Republic.....	5, 10 or 15 years	"	During life of foreign patent	None	Within 5 years and continu- ously there- after	Philippine Islds.	Life of U. S.	Owner of U. S. patent	During term of U. S. patent	None	None
Ecuador.....	10 or 15 Term of foreign patent	"	Before publication anywhere	"	Within 1 year	*Poland.....	15 years	Inventor or assignee patent	Before local publication	Annually	Within 3 years
Egypt.....	15 years	"	During life of foreign patent	"	None	Porto Rico.....	Life of U. S.	Owner of U. S. patent	During term of U. S. patent	Annually	None
Falkland Islds.	Life of British Patent	Owner of British patent	Within 3 years of British patent	"	"	*Portugal.....	15 years	Inventor or assignee patent	Before publication anywhere	Annually	Every 2 years
Fiji Islands.....	14 years	Inventor or assignee	Before local publication	Annually	Within 3 years	Portuguese Colonies.....	15 years	Owner of Portuguese patent	Within 2 years of Portuguese patent	Annually after 3rd year	None
*Finland.....	15 years	"	Before publication anywhere	Annually	Every 2 years	Rhodesia, S.....	14 years	Inventor or jointly with assignee	Within 1 year of first foreign patent	Annually	Within 4 years & every 2 yrs.
*France.....	15 years	"	Before publication anywhere	4th & 7th years	None	*Roumania.....	15 years	Inventor or assignee	Before local public use foreign patent	Annually	None
Gambia.....	Life of British Patent	Owner of British Patent	Within 3 years of British Patent	"	None	St. Vincent.....	14 years	Inventor or with assignee	Before local public use	Annually	None
*Germany.....	18 years	Inventor or assignee "or with assignee	Before publication anywhere	Annually	Within 4 years	Salvador.....	5, 10 or 15 yrs.	Inventor or assignee	During life of foreign patent	Annually	After 2 years Annually after 3 years
*Great Britain..	16 years	"	Before local publication	Annually after 4th year	Within 3 years	South African Union.....	14 years	"	Before publication anywhere	Annually	None
*Greece.....	15 years	First applicant Inventor or jointly with assignee	Before local publication	Annually	None	*Spain.....	20 years	"	Within 1 year of foreign patent	Annually after 3rd year	Within 3 years
Grenada.....	14 years	Inventor or assignee	Before local publication	Annually	Annually	Swaziland.....	14 years	Inventor or with assignee	Before local publication	Annually	None
Guatemala.....	5 to 15 years	"	Before publication anywhere	"	Within 5 years	*Sweden.....	17 years	Inventor or assignee	Before publication anywhere	Annually	Every 2 years
*Holland.....	15 years	"	"	"	Within 1 year	*Switzerland....	15 years	"	Before publication anywhere	Annually	None
Honduras.....	10, 15 or 20 yrs.	"	Before public use anywhere	"	None	*Tunis.....	15 years	"	Before publication anywhere	Annually	Every 2 years
Hong Kong.....	Life of British patent	Owner of British patent	Within 5 years of British patent	None	Within 3 years and continu- ously	*Turkey.....	15 years	"	Within 2 years of publication or 1 year of foreign filing	Annually	None
*Hungary.....	15 years	Inventor or assignee	Before publication anywhere	Annually	Within 3 years	*United States..	17 years	Inventor only	Before publication anywhere	Annually	Annually
India.....	14 years	"	Before local publication	Annually after 4th year	Annually after 4th year	Uruguay.....	3, 6 or 9 years	Inventor or assignee	Before local public use	Annually	None
*Italy.....	15 years	"	Before local use	Annually	Every 2 years	Venezuela.....	5 or 10 years	"	Before local public use	Annually	Annually

\*Indicates party to the International Convention. When application is filed in a Convention country, priority of twelve months is awarded irrespective of any publication or use occurring in any country before application. (And annually thereafter.)  
 Courtesy, Authors of "Patents Throughout the World."

## IV

GERMAN  
MARKETS

## GERMANY—SECOND LARGEST EUROPEAN CUSTOMER OF U. S.

Imports From the U. S. in 1928 Were \$467,200,000

GERMANY ranks second in importance among European countries as a market for American goods. In 1928 Germany imported from the United States products valued at 467.2 millions, while the United Kingdom imported products valued at 847.3 millions. The third ranking European consumer was France, with 240.7 millions. The steady increase of financial stability in Germany is the main cause of her economic improvement. This stability manifested in such items as gold reserves and foreign assets redeemable in gold, discount rates of central banks, savings deposits, and the foreign exchange position of currency—all of which have made advances over previous years.

The following table gives an indication of the extent of these advances since 1923:

Post-War Stabilization of German Currency  
1923-1927

	Reserves (In Millions)	Discount Rate (Monthly Average)	Total Savings De- posits (In Millions)	Cost of Dollar *(par=100)
1923 .....	467	38.48%	608	16,948,000,000
1927 .....	2,147	5.83%	4,665	100.2

\* i.e., in 1923 cost of dollar was 16,948,000,000 times par. In 1927 the dollar cost only 2 per cent above par.

Purchasing power depends largely upon these factors. In her trade balance, however, Germany does not make so good a showing. In 1923 approximately 99 per cent of her imports was covered by exports, while in 1927 only 72.2 per cent was so covered. The adverse balance has been met by loans extended to Germany, and so far as imports of capital and goods may be directed to productive enterprise in the future they still tend to increase exports and purchasing power. It is interesting to note how this purchasing power is utilized in Ger-

many, for here there are various aspects of trading that present a rather unique challenge to the American exporter.

## Germany Considered as a Consumer

Germany as a consumer reveals several characteristic tendencies. The people are easily inclined to consider everything that comes from abroad as better and more practical than the products which are turned out by their own factories. In addition a great respect is shown in Germany for the pace set by American business. American advertising finds interested readers in Germany, and products made known in that way find ready customers. Here it is true that differences of habit in different parts of Germany must be taken into consideration. An advertisement in the Germany capital, Berlin, may be a great success, whereas the same text and picture in Munich, the capital of Bavaria, may achieve less. These differences and characteristics will be discussed in detail later.

It is evident, however, that the amount of goods which can be consumed within the borders of a country with 63,180,619 inhabitants is almost unlimited, even when a consideration is given to Germany's unique financial situation. It must not be forgotten that, regardless of the remarkable progress made during the last few years, Germany, still burdened with high state and municipal imposts, is not yet free from the aftermath of war. In the matter of purchasing power, it is not yet completely out of the "necessities" class. While the standard of living has increased from 100 in 1913 to 150.6, it is apparent that great economy is being practiced in Germany—economy relating not so much to the quantity of purchases as to the quality. It is typical of the people that they should want to be thoroughly acquainted with an article before they buy it. The proverbial thoroughness of the German will not allow him to reach any decision until he is fully convinced as to the character of goods offered to him. Only such firms will be successful as comprehend the peculiarities of the German public, familiar with German conditions, and can offer the German consumers what they need; quality at low prices.



# European Advertising Headquarters ~ ~ for You

Out of an advertising experience covering the better part of a century Rudolf Mosse offers you advertising headquarters for all-Europe.

Through this period of serving advertisers of many nations we have developed an organization with a network of branches covering every important European city. This complete international equipment is ready to serve you from your entry into the markets of Europe—to the culmination of successful advertising and selling campaigns.

We will investigate any or all of the European markets and submit unbiased recommendations on your product and its distribution.

We will assist in securing the most worthy sales representation and help you build a selling organization.

The advertising which follows such vital groundwork must succeed because it is the product of a thorough advertising science... a complete advertising organization that can afford to serve well.

## RUDOLF MOSSE

### International Advertising

With branch offices in the market centers of Europe and in London, New York, Tokyo, Buenos Aires and Sydney.

#### U. S. A.:

NEW YORK CITY,  
3000 GRAYBAR  
BUILDING  
TELEPHONE:  
LEXINGTON 2652

#### ENGLAND:

LONDON W C. 2,  
125-130 STRAND  
TELEPHONE:  
TEMPLE BAR 8631

#### GERMANY:

BERLIN  
BIELEFELD  
COLOGNE  
DRESDEN  
DUSSELDORF  
ERFURT  
FRANKFORT o.M.  
HALLE a. d. S.  
HANOVER  
HAMBURG  
KARLSRUHE

#### LEIPZIG

MAGDEBURG  
MANNHEIM  
MUNICH  
NUREMBERG  
STETTIN  
STUTTGART  
WIESBADEN

#### OTHER EUROPEAN:

AMSTERDAM  
ARAD

#### BARCELONA

BASLE  
BELGRADE  
BUCHAREST  
BUDAPEST  
MADRID  
MILAN  
PRAGUE  
WARSAW  
VIENNA  
ZAGREB  
ZURICH

## GERMAN MARKETS—(Continued)

Thus the Germans are buyers chiefly of necessities. Food shops, department stores with a large assortment of wares at low prices, clothing shops—household articles, shoes, etc., find customers who like to buy, but to buy cheaply and still get good value. The Germans prefer good and durable products. They cannot afford to buy a suit every year and a pair of shoes every few months, and then throw them away. Everything—underwear, clothing, furniture, even automobiles—the German buys with a view to long use. A suit which is no longer presentable or an automobile which is ready for the junk heap will be sold for new customers and further use.

## German Women Are Buyers of Luxuries But Demand Full Value

In Germany today the purchase of luxuries is left to a small upper class, who live in the large cities or in the country on rather large estates. The nobility and princes have disappeared from the great mass of the bourgeoisie and of the former financiers only a few remain who can still maintain the standard of their former life. Here it is chiefly the women who are the purchasers of luxuries. Compared with pre-war times, considerably less expensive perfumes, powders, creams, clothes, jewelry, porcelain, glass and leather goods are now sold. Here, too, we find a desire for the best quality, a demand for full value for money paid out.

The most important point in considering the German market and its reception of American products is the favorable attitude of the German public toward trade-marked articles.

Although this leaning is not so general as in America, yet we find a decided preference among German consumers for trade-marked goods as compared with conditions in other European countries. In nearly all kinds of products we find articles which are marked by the factory and placed in an especial category because of extensive advertising.

The German public is ready to pay more for such goods than for unmarked articles. Of course the German manner of living must always be taken into consideration. It would be hopeless to try to intrude products which are not compatible with the German mode of living.

## Advertising and Selling in Germany

Here it is that a cleverly directed and introduced method of advertising will be able to attain good results. It is not so very long ago that Germans began to believe in advertising and to understand the promises made. Since then only have large firms in Germany begun to introduce American systems of advertising to any great extent; and it is only since the smaller firms have followed the example of the larger ones that the German public has begun to take any stock in the promises and statements made in advertisements.

The possibilities of propaganda are just as multiple in Germany as in America. Here advertisements are preferably published in magazines and newspapers, but prospectuses and form letters are also used. The attention of the public is attracted by placards and billboard advertisements on the station platforms of the railways, the underground trains and street cars. Advertisements along the tracks, on the roofs, light advertisements, films and offers of prizes with contests are used; advertising days and offers of special advantages all are rivals for the favor of the public.

Large firms, especially those manufacturing trade-marked goods, have their own advertising manager, who has charge of the entire production and development as well as distribution of the advertising propaganda of the firm. But we also find important firms in which the owner or one of the directors is responsible for the advertising. In the smaller firms this is the rule, and in the retail trade the manager of the business is often the buyer and salesman, the propaganda manager, the window decorator all in one.

## Advertising Agencies

Naturally a foreigner requires some assistance if he wishes to gain a place in the German market. He would have great difficulty in familiarizing himself with German conditions and would also lose valuable time in making experiments. He therefore would better place his confidence in someone who might act as his trustee, as it were, and place his experience at his service. Here the advertising agencies must be mentioned, which have a trained personnel. Mention must also be made of the advertising counsellors, who can advise and be

of assistance, for both of these know the results of advertising and also know the prospective customers from years of work in the same field.

Taking the standard of German advertising into consideration it must be said that propaganda stands high in Germany and endeavor is being made to develop it further.

Considerable attention is now also being paid to the art of salesmanship. There are many courses for salesmen. Here the department stores head the list and set a good example. The association of retail shops has also arranged an oral as well as correspondence course which has found a great many pupils. In the public high schools, private schools and business colleges advertising and modern salesmanship is taught. There are also a great many correspondence courses.

For this reason the public is rather spoiled and is particular in this respect and consequently makes higher demands. The upper ten thousand also expect a corresponding luxury in advertising. The middle class, which is now gradually expanding after the great losses of the inflation—for according to the reports of the savings banks people are beginning to save again—this middle class demands offers which guarantee durable goods at moderate prices, and the working classes make the same demands.

## Best Results Obtained by Centralizing Sales and Advertising in Berlin

The great success of many American firms in Germany today shows clearly the right way to do a good business in this country. To take orders for goods to be sent from America or to ask for the sending of money to America in advance is a hopeless method. It is absolutely necessary to have a supply stored in Germany, which can be distributed, so that the buyer is not compelled to pay in foreign money, and also pay duty and transportation charges separately.

The rather considerable customs fees have caused many manufacturers to send their goods to Germany in parts and assemble and even manufacture them there. In every case the German workman has been able to do the work required of him.

It is almost always necessary to delegate the general sales agency to a German firm. These men know the buying and selling conditions in Germany much better than a foreigner. The greatest difficulty lies in the fact that it is very difficult to interest firms which are financially sound. As has been said before, the smaller and middle-sized German firms have very little capital. In the automobile trade especially, we have found that introduction has been delayed for years because after a time individual agencies have had financial difficulties and have not been able to meet their liabilities.

The credit question in Germany is in general a rather difficult one. On the one hand long credits are asked for and at the present time even these agreements are not always kept. On the other hand the courts work fast, correctly and energetically.

It is not at all certain that the sales systems used by American firms in America are suitable for Germany. It is always advisable to ask a German expert for advice before making any definite sales campaign.

Almost every plan to secure a footing in the German market must start in Berlin. Berlin is not only the center of Germany from an economic standpoint but also aesthetically. It has a position of importance which no city in America enjoys.

Berlin, with its wholesalers, supplies almost all of Germany, especially with articles of luxury and fashion. In Berlin, too, almost all large factories and concerns maintain their own sales offices. If an article is accepted in Berlin it is sure to be a success in the rest of Germany.

The transportation and traffic conditions are in every way complete. Cheap boat connection, reliable railroads and quick air transport make possible an intensive and quick distribution of goods even to the most distant corners of the country. In every way, Berlin offers the American manufacturer a strategic center for sales and advertising plans.

## Americans Must Study German Racial Characteristics

Here the peculiar characteristics of the race naturally play a decisive rôle. They must be mentioned if the problem of the general sales questions is to be treated in full. The various districts in North Germany are more conservative and—as the

### GERMAN MARKETS—Continued

larger part of the inhabitants are farmers—more difficult to reach. These north German districts include Prussia (except Berlin); the provinces on the North and Baltic Seas (Oldenburg, Schleswig-Holstein, Mecklenburg, Pomerania); the provinces of West Prussia on the East border, (since the declaration of peace very much smaller because some of its territory has been ceded to Poland); Silesia, and lastly East Prussia (separated from the Commonwealth by the Polish corridor and therefore especially difficult as far as management and economic relations are concerned). Thus the peoples along the coast are a race which is intractable and not easily influenced, which clings to old customs and does not like to try new things. Of course Hamburg, with its purely business and progressive attitude, as well as Bremen, Königsberg—the capital of East Prussia—Kiel, Wilhelmshaven may be excepted, as they are ports.

The inhabitants of the Mark Brandenburg, with Berlin itself, and Middle Germany with the free states of Saxony and Thuringia are different. Here it is the industrial attitude which takes the foreground and rises to its fullest development in the large cities of Leipzig, Magdeburg, Dresden.

#### German Population and Its Distribution

Germany has a total of 62,410,619 inhabitants by the 1925 census. Of these, 30,196,823 are males and 32,213,296 females. The density of population is approximately 345 per square mile. Prussia, including Thuringia, Hamburg, the two Mecklenburgs, Oldenburg, Brunswick, Anhalt, Bremen, Lippe, Lubeck, Waldeck and Schaumburg-Lippe, has a total area of 16,894 square miles, with about two-thirds of Germany's total population. These figures include such cities as Berlin, with over four millions, and Hamburg, with almost 1½ millions. South Germany with Bavaria, Württemberg, Hessen and Baden has an area of 45,663 square miles and 13,701,646 inhabitants, whereas Saxony, with 5,789 square miles, has 4,979,912 inhabitants. The most densely populated district is the city of Berlin, with over four million inhabitants, next is Hamburg

with over one million. The least densely populated district is Mecklenburg-Strelitz, a purely agricultural state.

For an American who wants to take these figures into consideration in his advertising and his organization of sales it is important to know what the attitude is of the cities (large, middle and small), and the country districts in the various states toward one another.

#### Detailed Study of German Cities, Urban and Rural

Large cities are reckoned here as all those having a population of more than 100,000. Middle-sized cities are those having from 20,000 to 100,000, small cities with a population of from 5,000 to 20,000 and country districts, villages, estates, etc., with a population up to 2,000. With these figures as a basis, Germany has a total of 63,556 towns with 62,410,619 inhabitants (this figure excludes the Saar district), of which 26.78 per cent are large cities, 13.67 per cent are middle-sized cities, 13.3 per cent small cities. Statistics give 10.82 per cent in country cities and 35.60 per cent in country districts, which shows that the number of people living in the country is much larger than in the middle-sized and small cities—a fact which is especially interesting to anyone wishing to introduce new products. For instance in Bavaria 51.72 per cent of the inhabitants live in the country, whereas in Saxony only 23.93 per cent live in the country. In Saxony 34.88 per cent live in large cities and in Bavaria 18.17 per cent in cities. Prussia, excluding the above-mentioned smaller states, has a population of 38,120,173 inhabitants with 42,746 towns. Of these 33.75 per cent live in the country, 9.66 per cent in country districts, 12.86 per cent in small cities, 14.49 per cent in middle-sized cities and 29.24 per cent in large cities. Here must be mentioned the fact that the inhabitants of the country cities, the small cities and the country districts may be classed in the same category as far as their habits of life and attitude toward the questions of buying and selling are concerned, so that—taking into consideration the character of the people—these may be treated and rated in the same manner.



### EXPORT AND IMPORT

in conjunction with the highly developed industry of Bremen and north western Germany insures to the Hanseatic City BREMEN its prosperity and wealth. Cultured, refined life and enjoyment of all things of good taste are characteristic of the Bremen citizen. In these circles, the citizen reads the newspaper of reputation and of highest mentality. That is the newspaper worthy of high class advertisements:

*Weser-Zeitung*

Correspondence solicited  
**CARL SCHÜNEMANN**  
**BREMEN + GERMANY**



Are you advertising in Germany? If so, you must on no account forget

## Hamburg

the biggest harbour city in Europe, a most important industrial and commercial center, with a million inhabitants of pronounced purchasing capacity.

Not only in the home country, but everywhere throughout the world, the

### *Hamburger Fremdenblatt*

has the reputation of being the most important and most widely read of the daily papers. Whatever it is you want to advertise, the fact that of all the advertisements appearing in the eight leading daily papers of Hamburg



57% are to be found in the Hamburger Fremdenblatt should be adequate proof of the vast importance of this newspaper to you, quite apart from the fact that the share of the next in rank is less than 26%. When about to advertise, nobody omits the Hamburger Fremdenblatt. The foreign manufacturers too—and there is not one of them overlooks this newspaper—owe their great sales success in Hamburg to the invaluable canvassing powers of the

## Hamburger Fremdenblatt

Grosse Bleichen 38-52, Hamburg 36

For specimen copies and proforma quotations for advertisements kindly apply to the above address

## GERMAN MARKETS—(Continued)

In the following tables are indicated some indices of buying power, and the possibilities of enlarging markets in Germany.

"Earners" is used to mean such persons as the owners of a business, directors, persons working at a trade, etc., as brain

or manual worker working independently and being paid for the work. "Persons dependent on earners" are considered such persons who, as members of the family, are financially dependent on the earners. "Household employees" include all servants, maids, gardeners, etc.

## Number of Workers in German Commerce and Traffic

Classes	Earners	Persons Dependent on Earners	Household Employees
Independent .....	1,198,200	2,763,798	272,612
Officials and Employees .....	2,220,818	4,281,805	42,706
Workmen .....	1,440,375	3,093,202	4,967
Members of fam- ily employed or assisting ...	414,105	423,171	571
Totals .....	5,273,498	10,561,976	320,856

## Persons Engaged in German Agricultural Pursuits

Classes	Earners	Persons Dependent on Earners	Household Employees
Independent .....	2,202,861	5,156,052	112,808
Officials and Employees .....	161,177	306,811	11,339
Workmen .....	2,607,282	4,007,151	3,624
Members of fam- ily employed or assisting ...	4,790,506	4,903,242	11,252
Totals .....	9,761,826	14,373,256	139,023

## Number Engaged in Government and Miscellaneous Professions

In the government, army, church and professions there are 1,502,379 persons who are earners, of these 1,152,509 are officials and employees. At the present time only a small portion belongs to the army of 100,000 soldiers and 4,000 officers—all the rest are officials. In this branch of work there are 3,156,727 dependents and 123,248 household employees.

Detailed statements regarding those employed in the public health system and social welfare and those persons in absolutely free professions—writers, artists, architects, engineers, etc.—include as earners 2,231,771 persons, members of family 2,874,961 persons, and household employees 54,330.

## Real Wages for Germany, 1923-1927

(1914=100)

Items	General Average Weekly Wage Skilled		Unskilled	
	1923	1927	1923	1927
Cost of living index..	142.2	151.3	142.2	151.3
Money-wage index ...	87.8	152.7	111.4	185.8
Rent-wage index <sup>1</sup> ....	62.0	101.0	78.0	123.0

<sup>1</sup> Real wage index equals the money-wage index multiplied by 100 and divided by the cost-of-living index.

Skilled labor in Germany is now receiving almost 40 per cent more than in 1923 and slightly more than in 1914. Unskilled German labor receives 45 per cent more than in 1923 and about 23 per cent more than before the war.

# RAPID G.m.b.H.

20 Potsdamerstrasse

BERLIN. W. 9.

is fully qualified to give expert

## Advertising Service

based on long and varied experience, first-hand knowledge of conditions

## on the Continent of Europe

as well as practitioners in

## Advertising

Therefore, when preparing your sales campaign for the continent

consult RAPID G.m.b.H. BERLIN. W. 9.

Cable Address:  
Rapidannonce, Berlin

Branches in:

Cologne

Frankfort.o.M.

Munich

Stuttgart

Agents in all important  
German Cities

ASK YOUR SALES MANAGER IN GERMANY

what the

LEIPZIGER

NEUESTEN NACHRICHTEN

means in the German market! / He will tell you that this German paper is of international fame, that it is

an advertising medium of extra class

and furthermore that

American advertisers can depend upon the highest results. / To the foresaid we add: With its annual production of 2000 million pages

– of which 1100 millions are advertising pages – the Leipzig Neuesten Nachrichten is the greatest and most influential daily of Germany outside of Berlin. This paper is authoritative in most of the freestates and provinces of the German Republic. The subscribers belong to all well-to-do classes. The daily average is far over 180000: In Germany this is an enormous circulation. To make your sales effort a success here in Germany, advertising in the Leipzig Neuesten Nachrichten is essential.

General-Office Leipzig C 1, Peterssteinweg 19



## GERMAN MARKETS—(Continued)

## Internal and External Purchasing Power in Germany

Internal and external purchasing power, as measured by the various currencies, is largely a problem of internal production and prices in the first instance, and of foreign exchange rates in the second. The following table shows the internal and external purchasing power of German currency as compared with the currencies of Great Britain, France, Austria and Poland:

Countries	Wholesale Index Base	PURCHASING POWER, DECEMBER, 1927			
		Internal		External	
		Price Index	Per Cent	Price Index	Per Cent
Germany ..... 1913=100		139.6	71.6	148.5	67.3
Great Britain.. 1913=100		140.4	71.2	148.5	67.3
France ..... 1913=100		123.3	80.8	148.9	67.1
Austria ..... 1914=100		127.	78.7	148.7	67.2
Poland ..... 1914=100		120.	83.3	149.0	67.1

NOTE:—Purchasing power of foreign currencies in the United States is found by taking the dollar exchange of currencies as a percentage of the 1913 parmultiplied by the wholesale index of the United States (Dept. of Labor) and dividing by 100.

The foregoing figures, while indicating a difference in the internal price levels of these countries, nevertheless show clearly the marked improvement which has taken place. Whereas in September, 1923, internal prices and purchasing power fluctuated widely with currency movements, both domestic prices and purchasing power in December, 1927, had become relatively stable within the various countries. It will be noted from the foregoing table that Poland, France, and Austria have lower living costs than Germany, while Germany has lower living costs than Great Britain. This indicates that internal prices in those countries have not yet fully recovered from the effects of inflation.

With currency stabilization, external buying power has rapidly oriented itself on the value of the dollar. The external purchasing power of foreign currencies in the United States is expressed in the dollar exchange value of those currencies as applied to the United States wholesale price levels. In September, 1923, depreciated German currency had a correspondingly low external buying power, especially in the United States, where prices were relatively high and money at par. In December, 1927, the effects of stabilization were instantly apparent. It will be noted from the table that the external purchasing power of Germany currency is now centered closely on the level of wholesale prices in the United States.

## GERMANY'S CHEMICAL IMPORTS

Germany is the second largest producer of chemicals in the world. Exports of chemicals from Germany in 1928 were valued at about \$310,000,000. Despite its position in chemical production and exports, Germany must import appreciable quantities of raw materials not indigenous to the country. Furthermore, certain foreign manufactured chemical materials have developed increasing competitive force in the post-war period. Total imports of chemicals to Germany in 1928 were valued at about \$125,000,000.

The following table shows the volume of imports to Germany for 1928 of chemical materials, together with the amounts shipped from the United States during 1928.

## Imports of Chemicals into Germany, 1928

Article	Total Imports		Imports from United States	
	Value		Per Cent	
	Quantity (In Tons)	Value (In Thousands of Marks)	Quantity (In Tons)	Per Cent of Total
Rosin .....	63,317	27,341	42,210	67
Benzol, light oil	162,843	51,747	46,245	28
Sulphur .....	104,860	12,261	96,854	93
Turpentine, pine oil, etc. ....	25,744	18,667	15,330	60
Phosphate rock	794,155	24,497	268,695	34
Carbon black ..	5,644	5,449	5,449	97
Borax, boric acid	7,677	2,381	6,841	89
Lacquers .....	632	1,530	270	43
Prepared paints	267	1,248	95	36
Alkali metals ..	1,638	1,928	900	55
Perfumed toiletries ....	311	2,621	32	10
Higher alcohols	188	292	126	67
Dyes (sulphur and aniline) ..	4,318	20,372	316	7
Crude borates ..	17,864	3,392	968	5

No values are given for the American imports in German records, but United States export statistics show that shipments of chemicals and allied products to Germany amounted

to \$16,311,000 in 1928, which is one-eighth of the estimated total import of chemicals into Germany. Corresponding American export figures for 1927 were \$18,876,000 and for 1926, \$12,836,000. The decrease in value of American sales in 1928 is due in part to lower market prices for naval stores.

Some of the imports from the United States are comparatively new on the German market. Among these are benzine and certain chemical specialties, such as pharmaceuticals and paints. A few years ago the market for American benzine was negligible, but at the present time, because of increasing motorization in Germany, it has grown to an item of major importance. Although local production has increased, it is still insufficient to supply the need. A similar advance in import trade from United States has been made in such miscellaneous products as high-grade soaps, petroleum jelly preparations, tooth pastes, toilet creams, manicure specialties, insecticides, and floor polishes. These are increasingly evident in retail shops, especially in Berlin. Because of import duties and high costs of distribution, the prices of these American products are very high as compared with similar articles of German manufacture, except in certain cases where American firms are manufacturing in Germany. It is possible that mass sales would permit a lowering of prices against German competition.

The German agent for a new chemical specialty expects to receive 10 to 20 per cent commission on proceeds accruing from his territory. The exporting American firm is usually expected to finance shipments to the German warehouse, where responsibility for the goods is assumed by the German agent. He finances local distribution from his commission, but a commission of 10 per cent is not considered enough incentive for the German agent to do the advertising, and the American house is expected to supply at least part of the funds for this purpose.

It is customary in Germany to allow a credit term of thirty days, although this sometimes extends up to ninety days. The wholesaler's discount is usually 15 per cent, and the retailer usually gets 33½ to 40 per cent of the retail price. The German pharmacist has a credit standing that is seldom questioned. This is due to the peculiar system in Germany, where one pharmacist is permitted by law for each 10,000 population in larger communities in Prussia, while the Bavarian ratio is one to 5,000.

## THE MARKET FOR HOUSEHOLD ELECTRIC APPLIANCES IN GERMANY

The demand for household electric appliances in Germany increased sharply after the war. Previously, such equipment was largely in its experimental stage of development, and those appliances that did reach the market were crudely constructed and extremely short-lived. At present, many kinds of electric

household appliances are marketed in Germany.

The market in Germany is much more limited than in the United States, however. This is due to the relatively low salaries of servants, the high price of electric current in certain sections of Germany, and the absence of electric wiring in

## THE MARKET FOR HOUSEHOLD ELECTRIC APPLIANCES—(Continued)

many houses. There is also the factor of cost of electric appliances. While the prices of German appliances in Germany are lower than the prices of American products in the United States, incomes are relatively smaller there. Notwithstanding these factors, a fairly successful market has been found in Germany for such labor-saving but costly equipment as vacuum cleaners, and washing machines, even though these had previously been regarded with disfavor by the German housewife. With this disfavor largely overcome, and an increasing purchasing power, German people will doubtless purchase more electric household equipment in the future.

Order of importance given electric household appliances by votes of 133,301 persons, in an investigation conducted by Berlin retailers of such appliances in December, 1928.

Vacuum Cleaners .....	115,227
Electric Irons .....	113,095
Electric Pads .....	33,078
Cooking Plates .....	30,068
Ranges .....	26,034
Headlight Heaters .....	17,843
Washing Machines .....	15,102
Hair Dryers .....	12,017
Heating Pots .....	8,574
Sewing Machine Motors .....	8,154
Fans .....	7,135
Water Tanks .....	3,796
Kitchen Utility Motors .....	2,812
Coffee Percolators .....	2,653
Floor Polishers .....	1,584

Such things as teapots, waffle irons, toasters, water bottles and cigarette lighters each received less than 1,000 votes. The results of this investigation are interesting in that they show that certain labor-saving equipment—washing machines—was chosen by only 15,102 persons, while none chose ironing machines.

### Market Prospects for American Products

The market for American household appliances in Germany is largely limited to those products that have not been well developed by German electric industry, such as washing machines, ironing machines, refrigerators, vacuum cleaners, and dish-washing machines. In these lines, Germany is a field worthy of cultivation. In other lines, such as irons, heating pads, cooking and heating equipment, and fans, German industry has made rapid development, and the lower price of German commodities makes American sales in these lines more difficult. The question of price can, in many instances, be offset by quality, which, in the case of American products, is invariably higher.

Many new firms in the electric manufacturing industry had been established during the inflation period of the war, and a large part of the products of this period, especially household appliances, is still on the market, having been bought up by dealers in bankruptcy sales. These products are of poor quality, however, and in order to offset the competitions of these products, the Association of Electrical Engineers now places a stamp of quality (VDE) on most of the modern German electric household appliances, showing that these products have been tested. In 1928 there were 2,976 wholesale dealers and 2,773 retail dealers in electro-technical products in Germany.

In addition, there were 762 hardware wholesalers, 11,765 hardware retailers, 11,541 household-equipment retailers, and 640 department stores dealing in various products, including in most cases, household electric appliances.

### Household Electrification and Cost of Current

Electrification of households in Germany has been largest in the urban sections, about 45 per cent of the houses in the cities being wired. In the rural sections, only about 20 per cent of the houses are wired for electricity. In the last few years, however, all the newly constructed houses are being wired, not only for lighting, but also for motive power for electric appliances.

The total consumption of electric current in Germany amounts to about 21,450,000,000 kilowatt-hours per year. German industry consumes about 80 per cent of this current; households, communities, hospitals, and retail stores take up 9 per cent; and railways, etc., take the remainder.

The cost of electric current varies: in some places it is as low as 0.16 mark (\$0.038) per kilowatt-hour, while in others it is as high as 0.60 mark (\$0.142) per kilowatt-hour. In many cities the current for power to operate electric household appliances is available at rates about one-half lower than those charged for the regular lighting current. Extra wiring has been necessary, but just recently, a meter called the "reimbursement meter" has been developed, which is in the form of an intermediate meter and can be switched in between the main meter and the apparatus used. For all kilowatt-hours which pass through this intermediate meter the consumer will be refunded the difference between the cost of lighting current and the cost of power current.

### Market for Specific Appliances

The following list of household electric appliances is given in the order of their use in Germany:

**Electric Irons**—It is estimated that one family out of three has one. German electric irons are similar in design and execution to those manufactured in the United States. The average price of the German product is between \$1.50 and \$2.00.

**Vacuum Cleaners**—Used quite extensively. There is about one vacuum cleaner for every fifteen families. American cleaners on the market are over twice as expensive as the average German vacuum cleaner, but are evidently superior to German models. The market for American vacuum cleaners is found among the well-to-do classes. The prices of German vacuum cleaners range from \$22.62 to \$45.26—the middle price being \$35.

**Water-heating Pots**—Perhaps most widely used of electric appliances of this category. Estimated one family out of fifteen has one. Average price of German product is about \$2.90.

**Hair Dryers**—Similar to those made use of in the United States. Estimated that one family out of twenty-five has an electric hair-dryer.

**Heating Pads**—Used extensively in Germany; there is one for every forty-five or fifty families. Numerous German heating pads are on the market, but so far as it has been possible to ascertain, no foreign heating pads are sold.

# Braunschweiger Neueste Nachrichten

## THE HOME AND FAMILY PAPER OF BRUNSWICK

Circulation area from the Harz to Holstein, from the Weser River to the Elbe. Official organ of all sporting associations of Brunswick. Biggest advertising medium of all the dailies of Brunswick.



## THE MARKET FOR HOUSEHOLD ELECTRIC APPLIANCES—Continued

**Coffee Percolators**—German coffee percolators are similarly constructed to the one used in the United States. It is estimated that one family out of 120 in Germany owns one. Price of German percolators range from \$5.72 to \$13.58—average price about \$8.50.

**Massage Vibrators**—These are very popular in Germany. Similar in design to those manufactured in the United States. Average price about \$13.

**Refrigerators**—Very little used up to two years ago. Several American firms have recently entered this field and sold quite a number of refrigerating machines for household and hotel use. The number of ordinary ice boxes is estimated at one for every twelve families; while that of electric refrigerators as about one for every 500 families. American electric refrigerating machines sell at from \$297.75 to \$1,000.44. They are preferred to any German electric refrigerator, but only well-to-do classes can afford them.

Other electric household appliances, such as hot water tanks, washing machines, floor polishers, ironing machines, electric heaters, cooking sets, sewing machine motors, electric ranges, kitchen utility motors, hand dryers, water kettles, toasters, heating plates, teapots and fans have not found as ready a market in Germany as have those appliances listed above.

### Commercial Data

The continued economic expansion, with the increasing purchasing power of the public, seems to be favorable to the further introduction of American products into the German market for electric household equipment.

Most American firms doing business in Germany have granted exclusive agencies located in Berlin or Hamburg, but in the case of electric household equipment, it does not appear advisable to grant an exclusive agency to one German firm, since most agents have not been able to handle all of Germany, which is slightly larger than the combined area of the states of New York, Pennsylvania, Ohio and Indiana. Many firms have found it advisable to grant agencies to German firms

located in Berlin, Hamburg, Munich, Frankfurt-on-the-Main, Leipzig, Stuttgart, Cologne, etc., but have carefully defined the territory to be covered by each regional agent.

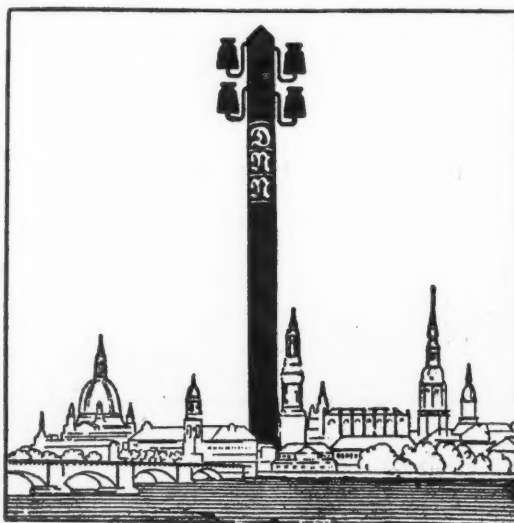
The German market for electric household appliances is severely competitive. Many American firms have found it advantageous, therefore, to organize local companies for the purpose of efficient sales organization. Two types of companies have been formed, limited liability companies, called "G. m. b. H.," and "A. G." companies, which are the equivalent of the American corporation. In both cases, permission to establish either form of company must be obtained from Government authorities, while registration in the commercial register (Handelsregister) is necessary. Some American firms doing business in Germany sell from a European branch office not located in Germany, to German distributors; still others manufacture or assemble and sell in Germany in order to avoid payment of import duties.

The German customs tariff is based on the weight of the commodity. There are three items of tariff regulation that apply to household electric appliances imported into Germany from the United States. Item No. 912-C applies to all electric heating, cooking, and other warming apparatus, and specifies 75 marks (\$17.86) per 100 kilos, on apparatus weighing 3 kilos or less, and 60 marks (\$14.29) per 100 kilos, on apparatus weighing more than 3 kilos. Item No. 912-B applies to electric irons of all kinds; 60 marks per 100 kilos. All other appliances, such as washing machines, vacuum cleaners, refrigerators, etc., would probably be classified under Item No. 906-D of the German customs tariff, commodities weighing 40 kilos or less, 12 marks (\$2.86) per 100 kilos on commodities weighing more than 40, but not over 100 kilos, and so on. A deduction of 13 per cent from the gross weight is allowed for packing cases, which are duty free.

Advertising of electric household appliances is carried on mainly through newspapers, one to two advertisements being published each week. Advertising through billboards and kiosks is also carried on extensively by some dealers in electric household equipment.

## GERMANY *Beautiful* **DRESDEN**

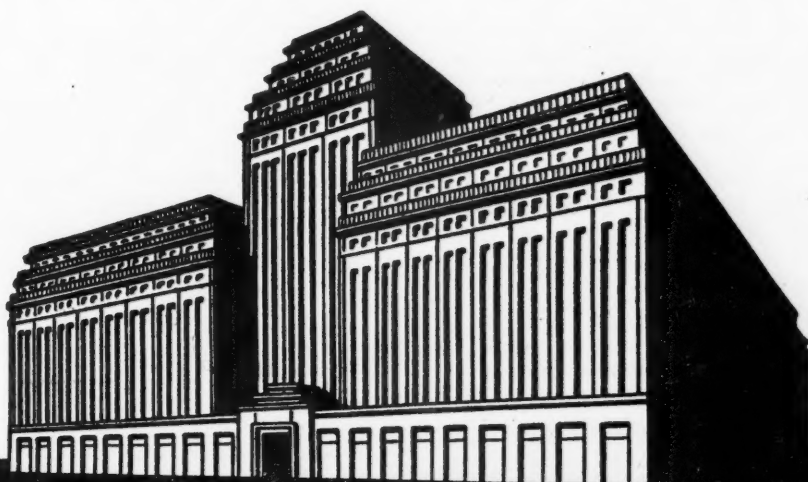
The Metropolis of the Free State of Saxony—which, next to the Ruhr, is the most important German industrial district.—This beautiful Dresden of world-wide fame, frequented by all visitors to the country, is also an active industrial and commercial town with more than 600,000 inhabitants and about 50,000 industrial and manufacturing concerns. Everyone who wants to do business here as well as in the economically highly developed East of Saxony advertises regularly in the



## DRESDNER *NEUESTE* NACHRICHTEN

which has more than 120,000 subscribers of all classes, with high purchasing power. It is by far the greatest of the leading dailies here. Numerous American firms, such as Chrysler, Ford, General Motors, Hudson-Essex, Packard, Hanseatic Trading Co., Gillette, Johnson (Racine)—advertise in the Dresden *NEUESTE* Nachrichten.





### BERLINER LOKALANZEIGER

The daily of the prominent sound popular strata of Berlin.  
Daily issue—250,000 copies.

### DER TAG

The paper of the economically important quarters of industry, trade and commerce, as well as large real estate interests and landed property.

Average circulation about 80,000 copies.  
50% of its distribution is in Great-Berlin, the other part throughout the German Republic.

### DER MONTAG

The interesting Monday morning paper, which reports all important happenings of the Sunday. Extensive Sport Section.  
Average issue—150,000 copies. Circulates in Great-Berlin.

### BERLINER NACHTAUSGABE

The great, illustrated evening paper, with detailed reports on important happenings, political events, theatres, art and sport.  
Average issue—200,000 copies.

### DIE WOCH

The most popular weekly periodical of Germany.  
It contains up-to-date pictures of the whole world. It is an indispensable advertising medium, because it reaches the quarters with high purchasing power.  
Issue—215,000 copies; circulation in Germany and abroad.

### DIE GARTENLAUBE

for generations past the favorite "light reading" paper of the educated German family.  
Average—100,000 copies, circulation over the whole German Republic.

### SPORT IM BILD

The most beautifully produced and most exclusive, illustrated Sport and Society Review of Germany. Average 21,000 copies.  
In all countries of the world and at all meeting places of fashionable society people, SPORT IM BILD, will be found.

### SCHERL'S MAGAZIN

The magazine of the German home. Circulation—135,000 copies, which are distributed not only in Germany but also to German people all over the world.

VERLAG SCHERL



BERLIN SW 68

## GUIDE TO SELECTED GERMAN ADVERTISING AGENCIES

The list below includes those German agencies which are of major importance, and was compiled on the ground by the German representative of Sales Management. For convenience, we append a glossary of German words most frequently en-

countered in firm names and addresses:

<i>Annoncen-Expedition</i>	=	Advertising Agency
<i>G.m.b.H.</i>	=	Inc.
<i>strasse</i>	=	street

**A L A, ANZEIGEN-GESELLSCHAFT IN INTERESSENGEMEINSCHAFT MIT HAASENSTEIN & VOLGER A.-G., DAUBE & CO., G.M.B.H.**  
Est.: 1855

27 A. Postdamerstrasse, Berlin. W. 35

Branches: In all important cities of Germany. DR. ANDREW TORNDIKE, President; GEORGE BIRNBAUM, Managing Director. Accepts and places orders for all dailies and periodicals of the whole world. Drafts advertisements as to text and illustration. Estimates and executes advertising campaigns. Market analysis to plan advertising campaigns. Street-car advertising and outdoor-publicity of every kind; Fair, Electric and Poster advertising. Film publicity, advertising by aircraft and billposting.

**ANNONCEN-EXPEDITION JACQUES ALBACHARY, G.M.B.H.**  
Est. 1895

122 Postdamerstrasse, Berlin, W. 35

W. LOEWIT, Owner and General Manager. Controls advertising and billposting accounts of leading concerns such as: Muratti Cigarettes, Berlin; 4711 Eau de Cologne Parfumeries, Cologne; Ullstein A.-B., Berlin; Sunlight Co., Mannheim; Abdulla Cigarettes, Berlin, and others. Publishers of the "Handbook for Billposting (Plakat-Handbuch) and of the booklet, "Albachary's Market Survey for Advertisers (Albachary's Marktzahlen für den Reklameverbraucher). Cable: Albachary, Berlin, W. 35, Germany.

For further information see page 386.

**ANNONCEN-EXPEDITION CARL FOERSTER G.M.B.H.**  
Est. 1907

19 Blumenstrasse, Duesseldorf 9, Germany  
Branches: Berlin & Hamburg

CARL FOERSTER, Owner. Advertising agency, advertising-consultant, supplier of designs, texts, prospectuses, publicity films. Accepts and places orders for poster advertising throughout Germany. Some of the accounts of national importance which it has served are: Persil, Rama, Kathreiner, Lanolin, Immalin, Dalli-Dallix.

**BERNHARDT ARNDT, G.M.B.H.**  
Est. 1865

26 Mohrenstrasse, Berlin W. 8

ARTHUR WITTEMAN, Chairman. Advertising agency. Advertising consultation under the direction of a successful and well-known sales-promoter. Department for advertising-designs, printing advice for prospectuses and printed matter, circular letters and catalogues.

**BAEDER- U N D INDUSTRIE-ANZEIGEN, G.M.B.H.**  
Est. 1916

29/30 Koenigraetzerstrasse, Berlin SW. 11

CARL SIXT, General Manager. The sole German advertising agency specializing in holiday resort publicity.

**D A G, DEUTSCHE ANZEIGEN-GELLESCHAFT**  
Est. 1919

Stollwerckhaus, Cologne  
Branch: Mannheim-Kaefertal  
General Agency: Duesseldorf

WILHELM GEHLEN, Owner. Serves accounts of important concerns such as: 4711 Ferd. Muelhens Parfumerie, Cologne; Haus Neuerberg Cigarettes, Cologne; Cigarettes Manufacturing Halpaus G.m.b.H., Breslau; Citroen Automobil A.-G., Cologne-Poll; Fair- and Exposition-Office of Cologne, and many others. Cable: DAG, Cologne, Rhine, Germany.

**DEUTSCHER REKLAMEDIENST, G.M.B.H.**  
Est. 1927

5 Bismarckstrasse, Berlin-Charlottenburg

ERWIN ERICH TORENBURG, General Manager. HESTO HESTERBERG, Art Director. Biggest accounts: Hudson-Essex Motors Company, G.m.b.H., Berlin Spandau; Sotewer-Werke Automobil A.-G., Stettin; Kardex A.-G., Berlin; Accumulatoren-Fabrik A.-G., Berlin; Cigarettes- & Tobacco Manufacturing "Monopol," Dresden; Wholesale Bookseller Karl Block, Berlin; Chemical Factory Dr. Mueller & Co., Berlin, etc. Cable: Reklamedienst, Berlin, Germany.

**HEINR. EISLER, ANNONCEN-EXPEDITION**  
Est. 1876

23/25 Alter Steinweg, Hamburg

Branch: 243 Friedrichstrasse, Berlin SW.

GEORG EISLER, Owner. Agencies in all cities of Germany. Special line: Planning and carrying out of entire advertising campaigns for hotels and resorts. Publisher of the periodical "Deutsche Hotel Nachrichten." Chemigraphical art printing works.

**D. FRENZ, G.M.B.H., ANNONCEN-EXPEDITION**  
Est. 1868

4 Ludwigstrasse, Mayence, Rhine

Branches: Wiesbaden, Manneheim, Worms

G. METZGES and A. PENNRICH, Owners. One of the oldest agencies of Germany. Accepts and places advertising in all dailies and periodicals of Germany and abroad. Publisher of



Established 1898

seeks connection with Advertising Agencies and advertisers in the U. S. A., England and Canada, who are interested in using advertising possibilities in Germany, more especially in newspapers, reviews and magazines.

Expert advice based on 40 years' experience is of-

fered as regards the choice of suitable papers and the corresponding form of advertisements as regards wording and illustrations.

Information as regards market conditions, means of advertising, business lasting for certain seasons only, etc., is offered in order that the greatest maximum aimed at is attained, and in order to increase the results of German advertising.

Please send your enquiries about my country to my  
Head Office

**MAX GERSTMANN**

Potsdamerstr. 8, BERLIN, GERMANY

Tele. Ad.—Annoncgerstmann, Berlin

# Skill - the Builder - is on Parade

SURELY we may call our work a science . . . the science of building advertising . . . for we have learned through an enviable record of sixty-three years that each part of an advertising structure must be the product of highly specialized skill.

We cannot be deceived by the false values of mediocrity. Each detail of our architecture must be the work of superlative talent. If yours is a product calling for fashionable appeal in copy or layout, we have specialists whose life work

it is to excel in this branch of production. If a technical appeal is a part of your advertising structure, highly skilled technicians are here for you.

Rudolf Mosse is an international advertising organization with a size and tradition that demand the highest standards of creative skill.

This skill—the builder—we offer you through our branches in every important European city and in London, New York, Tokyo, Buenos Aires and Sydney.

## RUDOLF MOSSE

### International Advertising

#### U. S. A.:

NEW YORK CITY,  
3000 GRAYBAR  
BUILDING  
TELEPHONE:  
LEXINGTON 2652

#### ENGLAND:

LONDON W C. 2,  
125-130 STRAND  
TELEPHONE:  
TEMPLE BAR 8631

#### GERMANY:

BERLIN  
BIELEFELD  
COLOGNE  
DRESDEN  
DUSSELDORF  
ERFURT  
FRANKFORT o.M.  
HALLE a. d. S.  
HANOVER  
HAMBURG  
KARLSRUHE

LEIPZIG  
MAGDEBURG  
MANNHEIM  
MUNICH  
NUREMBERG  
STETTIN  
STUTTGART  
WIESBADEN

#### OTHER EUROPEAN:

AMSTERDAM  
ARAD

BARCELONA  
BASLE  
BELGRADE  
BUCHAREST  
BUDAPEST  
MADRID  
MILAN  
PRAGUE  
WARSAW  
VIENNA  
ZAGREB  
ZURICH



**D. FRENZ—(Cont.)**

the date almanac for wine-auctions. Biggest accounts: Adam Opel, Automobil Factory, General Motors Comp., Erdalfabrik Werner & Mertz AG, Mayence (biggest shoe-cream factory of Germany); Sektkellerei Chr. Adt. Kupferberg, Mayence; Sektkellerei Schoenberger, Mayence; Chemische Fabrik J. Merck, Darmstadt; Chemische Fabrik L. Meyer, Mayence; Fabrik Chem. Pharmaz. Spezialitäten, Dresden.

**MAX GERSTMANN, ANNONCEN-EXPEDITION**

Est. 1888

8 Potsdamerstrasse, Berlin W. 9  
Branch: 41 Alsterdamm, Hamburg

OTTO GERSTMANN, Owner. An agency handling only a few big accounts, each of which Mr. Gerstmann supervises personally. The firm is highly regarded by many clients, especially on account of placing classified advertisements in newspapers, magazines and trade-papers. Reports from clients give this agency a high rating for the careful attention given to the individual interests of their affairs. Cable: Annoncgerstmann, Berlin, Germany.

For further information concerning this firm see page 384.

**I.H.A. INDUSTRIE- & HANDELS-ANNONCEN EXPEDITION, G.M.B.H.**

13 Potsdamerstrasse, Berlin W. 9

MAX GARHL, President and Managing Director. PAUL LIEBHEIM, Secretary. Recognized by the Verein Deutscher Zeitungsverleger, Member of the Arbeitsgemeinschaft Deutscher Annoncen-Expeditionen, Member of the Deutscher Reklame-Verband, Member of the Verein Berliner Kaufleute & Industrieller, Berlin. Has had outstanding success in planning and preparing advertising for leading factories and trade firms, such as, for example, I. G. Farben-Industrie A.-G. Now actively serving about sixty firms. Well organized for service, market-research and analysis. International relations.

**INVALIDENDANK ANNONCEN—EXPEDITION, G.M.B.H.**

Est. 1872

20 Potsdamerstrasse, Berlin W. 9

This German Agency has by painstaking service over a period of years developed to where it is now one of the greatest advertising enterprises of Germany, branches and agencies of which will be found in nearly all German cities. Furthermore, her agents-survey is spread over all Germany.

**HANS KEGELER, ANNONCEN-EXPEDITION**

22 Markgrafenstrasse, Berlin SW. 68 Est. 1914

HANS KEGELER, Owner. Special fields: Advertisement office, advertising consultant. Own drawing department (advertisement and poster sketches), copy department for advertisements and prospectuses. Analyzes markets, makes sales investigations, and helps form sales organizations. Serves big accounts: Loewe Radio G.m.b.H., Hotel Excelsior, Cigarettes Massary, Kola-Dultz, Marylan, F. V. Gruenfeld, Orchestrola-Vokalion A.-G., Radio-Web, G.m.b.H., Berlin; Cigarettes Factory Yenidze Dresden, and other important firms.

**RUDOLF MOSSE, ANNONCEN-EXPEDITION**

46/49 Jerusalemerstrasse, Berlin SW. 100 Est. 1867

RUDOLF MOSSE is one of Germany's oldest advertising agencies. Its reputation is international. Its organization is international, branches being located in the world's important business centers.

Its knowledge of international markets and media has enabled it to publish a book (*Zeitungs Katalog*) that contains a list of the world's leading newspapers, magazines and trade papers. The wealth of information that must necessarily accrue to the publisher of such a book is at the disposal of American firms desiring to sell to foreign markets. Elsewhere in this foreign section will be found a list of newspapers, magazines and trade papers that Rudolf Mosse has compiled especially for this Reference Number of *Sales Management*. This compilation, made at the request of *Sales Management*, is an indication of the international scope of this agency's information and the confidence imposed in it.

Rudolf Mosse is equipped for complete advertising and sales work in foreign markets, being competent to analyze markets, build up sales outlets and organizations and plan and execute entire advertising campaigns abroad. Needless to say, it has thoroughly organized and well-manned departments for foreign copy, artwork, layout and production. The establishment of a New York office at 420 Lexington Avenue, of which Mr. Paul H. Fassnacht is President, has made it possible for American manufacturers to receive here full information and complete advertising and merchandising service. The New York office is equipped to handle any account requiring international or world circulation, placing at the disposal of American firms the complete facilities of this world-wide organization. Some firms picked at random from among its clients: Parker A.-G., Gillette, Pebeco, Graham-Paige, NAG-Automobiles, Wrigley, Libby, Abdulla, van den Bergh a.o.m. Cable: Mossehaus, Berlin, Germany.

For further information, see pages 374, 385.

**RAPID, G.M.B.H., REKLAME-ANNONCEN-PLAKATDIENST IN DEUTSCHLAND**

20 Potsdamerstrasse, Berlin W. 9

S. RICHTER, President and Managing Director. This firm has agencies in all important cities of Germany and serves mainly German concerns with foreign advertising; also places advertising from abroad to Germany. This business is based on varied experiences in this field and on close connections with most of the important advertising agencies on the Continent. Tel.: Rapidannonce, Berlin, Germany.

For further information concerning this firm see page 378.

**WILLIAM WILKENS, ANNONCEN-EXPEDITION**

Estab. 1876

Ballinhaus, Messberg, Hamburg 1

WILLIAM HENRY WILKENS, Owner and Founder. This agency specializes in hotel and resort advertising. For many years it has studied this market and been an active part of it so that today it is ideally equipped to give accurate and up-to-the-minute advice to American firms desiring to sell German hotels and resorts. The agency can give excellent counsel on the appropriation necessary to sell the market and how it should be apportioned and controlled. It has the recognitions and staff necessary to place advertisements with journals, expositions and theatre programs.

**ADVERTISING SERVICE**

**JACQUES ALBACHARY** G.M.  
B. H.

BERLIN W 35. POTSDAMER STRASSE 122

TEL.: LUTZOW 2727. 9001. 9002 • CABLE ADDRESS: JAREKLAME BERLIN


REFERENCES: LEADING INDUSTRIAL FIRMS



Advertising Material of all kinds prepared and designed  
Advertisements accepted for all Newspapers and Periodicals in the World • Posters drawn up and distributed throughout all Germany and Foreign Countries • We have published: Poster Manual for 1928 and Supplement for 1929 • Statistical information for Advertisers 1929

## PRINCIPAL GERMAN NEWSPAPERS

City and Newspaper	Issues Per Week	Circulation	Characteristics	City and Newspaper	Issues Per Week	Circulation	Characteristics
<b>AACHEN</b> (Aix-la-Chapelle)				<b>AUGSBURG</b>			
Echo der Gegenwart and additional editions ..	12	31,000	These 3 papers cover the whole territory on the Belgian and French borders and are also read across the frontier. The "Echo" is subscribed to by readers of purchasing power. The "Rundschau" is read by miners, employees, etc.	Neu Augsburg Zeitung...	6	40,000	Organ of the Bavarian Populist Party. Official gazette of the Municipality of Augsburg. This paper has its own delivery service in more than 400 places in the province. Largest circulation of all dailies in Augsburg and suburbs.
Aachener Rundschau	6			Augsburger Neueste Nachrichten.....	6	.....	Politically independent. Home and family paper of the middle classes, i.e., officials, trade and business men and industrial workers.
Limburger Tageblatt	6						
Der Volksfreund.....	6	30,140	Organ of the Centrists, but independent of the party. The paper has been for 30 years the most widely read of the dailies in the district. Analysis of readers: 19.77% professionals and independent merchants, 22.39%, officials and employees, 28.76%, workmen and agriculturists, 29.08% laborers	<b>BARMEN</b>			
For additional Information see page 388.				Stadtanzeiger für Barmen-Elberfeld.....	6	34,000	Appeals to all classes—primarily to active professionals, officials and employees.
Aachener Post.....	6	24,000	Neutral. Good courage of the whole administrative district. Analysis of readers: 70% are laborers and employees, the rest are business men, persons of private means and independent tradespeople.	Barmer Zeitung.....	6	23,000	Organ of the German Populist Party. Analysis of readers: 55% wholesale traders and manufacturers, 25% professionals, 12% officials and employees, 8% wealthy rural circles.
Including Allgemeine Zeitung							
<b>ALTONA</b>				<b>BERLIN</b>			
Altonaer Nachrichten.....	6	16,000	Greatest and oldest daily of this city which is next to Hamburg. Established 1850. Policy is popular and neutral.	8 Uhr Abendblatt.....	6	.....	Impartial evening paper with republican tendencies. Reports on all events of the day. Its circulation is largest in Berlin.
<b>ASCHAFFENBURG</b>				Berliner Allgemeine Zeitung	6	54,000	This paper for the middle classes is being circulated in more than 7,000 places that have postal delivery.
Beobachter am Main.....	6	20,000	Organ of the Bavarian Populist Party. (Catholic.) Readers belong to middle classes. Circulates in West-Lower Franconia, Spessart and Oden-Forest, and Badenian - Hessian - Prussian boundaries.	Berliner Boersen-Courier...	12	.....	Impartial paper without any affiliation to a party; goes in for the interests of industry, commerce and finance. Circulates in the Reich and foreign countries. Market reports and rates of exchange.



**"JHA"**  
Industrie- und Handels-Annoncen-Expedition G.m.b.H.  
13, Potsdamer Straße, Berlin W 9


PROOF FOR

The advertising agency for distinguished and well known firms, managing for many years the complete service for the large concern of

**I. G. FARBENINDUSTRIE A.-G.**

"NOTICE"

We want to get in touch with advertisers and advertising agencies in foreign countries.

For 

## PRINCIPAL GERMAN NEWSPAPERS (Continued)

City and Newspaper	Issues Per Week	Circulation	Characteristics	City and Newspaper	Issues Per Week	Circulation	Characteristics
<b>BERLIN (Continued)</b>							
Berliner Boersen Zeitung...	12	42,500	Organ of the Admission-Office of the Berlin Stock-Exchange. The special and great financial paper that also reports on all events of the day of cultural and economical interest. Circulates in the whole Reich. Reader influence: all important industrial, commercial and financial quarters.	B.-Z. am Mittag.....	7	192,130	reputation with leading reports on all important economical questions. Its readers are merchants, bankers, lawyers, professional men and their families, all among the dependable well-to-do classes.
Berliner Lokal-Anzeiger....	12	250,000	Tendencies: national. A first class paper of international scope, it is the official organ of various municipal and state authorities for their publications. Its circulation is larger than any other German daily appearing twice a day. It has a wide distribution among the prominent and financially sound popular strata and its working organization is extended over the whole world.	Der Montag.....	1	150,000	The leading Berlin midday paper, with a world-wide reputation having the latest reports. Sports, automobiling and fashions. Wide-world renowned paper.
Berliner Montagspost.....	1	154,330	The widely read Monday morning paper. Sports, crime, fine-arts, business.	See page 383.			Published by the Berliner Lokal-Anzeiger. Appears Sunday at midnight. The interesting Monday morning paper that reports all important happenings of Sunday.
Berliner Morgenpost .....	6 WE SE	615,730 692,330	The morning daily of Berlin. It has by far the greatest number of subscribers of all German dailies. Its distribution is largest in Berlin and suburbs, primarily among the middle and laboring classes.	Der Tag.....	7	80,000	Politically independent and with avowed national tendencies. The paper of the economically important branches of industry and commerce, as well as large real estate interests and landed property. 50% of its distribution is in Great Berlin, the other half throughout the Reich.
Berliner Nachtausgabe.....	6	200,000	The great illustrated evening paper with detailed reports on all important happenings of the day, such as political events, theater, arts and sports. About 2/3 of the issue is read in Berlin, the rest circulates in the whole Reich.	Deutsche Allgemeine Zeitung.....	12	51,980	Impartial paper with national tendencies. Reader influence: industrial and well educated classes.
Berliner Tageblatt.....	12 ME EE SE	149,600 131,000 246,500	Political tendency: independent democratic. Territory covered: 50% Berlin, 40% in other parts of the Reich, 10% in foreign countries. The paper of the highest international	Deutsche Tageszeitung.....	12	.....	Leading agrarian political paper of first rank with national tendencies. General organ of the large landowners. Circulates primarily in all agricultural provinces. Reader influence: foremost rural and farming circles.
				Germania.....	12	43,200	General organ of the centrum party. Leading paper of the Catholic circles. Its circulation is largest in Berlin, the Province Silesia and West-Germany. Reader influence: Professional men, politicians, physicians and educated classes.

# AACHEN

(Aix la Chapelle)

with its surroundings is a clearly defined marketing zone with about one million inhabitants.

It is a highly industrialized district and one of the best markets of Germany.

Its greatest daily is "The Volksfreund", Aachener General-Anzeiger für Stadt und Land", with a circulation of 30,000 copies.

This daily is the popular advertising paper and the most successful medium in the district.

## Der Volksfreund

Aachener General-Anzeiger für Stadt und Land  
G. m. b. H.



# Such well-known trade names

as these:

Parker Pen / Frigidaire  
Sunlight Soap / Gargoyle Oil  
Gillette Safety Razors / Palm-  
olive Soap / Hoover Vacuum  
Cleaners / Remington Type-  
writers / Abdulla Cigarettes  
Libby Milk / Cadillac, Ford,  
Chrysler, Buick, Graham - Paige.

appear regularly in the advertising columns of the

## Berliner Tageblatt

*Because:*

It is the leading German daily and Sunday newspaper, published twelve times weekly, with Ten illustrated supplements.

It adheres strictly to an independent democratic editorial policy.

Practically 100 per cent of its circulation is in Germany — 50 per cent in Berlin, the balance throughout the Republic.

Its readers are the families of merchants, bankers, lawyers, physicians, etc.,—all of the dependable well-to-do class . . . the class most inclined to buy imported merchandise.

Its editorial and pictorial policy appeals to the whole family. The illustrated supplements render a pictorial service from all the world on art, fashion, house and garden improvement . . . the cinema.

*For full specifications and rate cards, please address the*

**BERLINER TAGEBLATT / BERLIN SW 100 / GERMANY**

## PRINCIPAL GERMAN NEWSPAPERS (Continued)

City and Newspaper	Issues Per Week	Circulation	Characteristics	City and Newspaper	Issues Per Week	Circulation	Characteristics
<b>BERLIN</b> (Continued)				<b>BRESLAU</b>			
Maerkische Volkszeitung...	6	38,000	Organ of Catholic circles. Distributed in Berlin. Reader influence: middle and laboring classes.	Schlesische Volkszeitung...	12‡	24,600	Organ of the Centrist Party. Circulation: Breslau, Upper and Lower-Silesia, primarily among well-to-do circles of commerce, industry and agriculture.
Tempo.....	6	100,940	The great illustrated evening paper. Three issues, always up to the hour.	Breslauer Neueste Nachrichten.....	7‡	162,000	Dominates the whole of Silesia. By far the largest circulation of any newspaper in the German East. Its subscribers are the buying and middle classes.
Vossische Zeitung.....	12 WE SE	70,960 84,830	This is an old established home newspaper with carefully edited and complete contents with a wide circulation among the educated classes.	Schlesische Zeitung.....	13‡	28,000	Distributed throughout Silesia. Subscribers industrial and commercial circles, and middle and high officials and landlords.
<b>BEUTHEN</b>				<b>CHEMNITZ</b>			
Oberschlesische Zeitung....	7‡	20,000	Leading Organ of the Centrist Party of Upper Silesia. Distributed among all classes of the population.	Allgemeine Zeitung-Chemnitz.....	6	47,000	Political and trade paper, with Nationalist tendencies.
Ostdeutsche Morgenpost...	7‡	30,000	A paper of Nationalist tendencies. The morning daily of South Eastern Prussia. Reaches readers of high purchasing power, spread over a large district.	Chemnitzer Neueste Nachrichten.....	6	80,000	An independent civil paper for all classes. Circulates in territory from Chemnitz up to the Middle Elbe.
<b>BIELEFELD</b>				Chemnitzer Tageblatt.....	7‡	22,500	Leading paper in industry and commerce. The only daily with a Sunday edition and the only morning daily in Chemnitz.
Westfälische Neueste Nachrichten.....	6	25,000	Politically neutral. Circulates in the eastern part of Westphalia. Readers are drawn from well-to-do circles, such as commercial houses, industrial firms, high and middle class officials.	<b>COBLENZ</b>			
Westfälische Zeitung.....	6	23,000	A politically independent home paper. Has circulated in Bielefeld and suburbs for 120 years. Subscribers belong to all classes.	Coblener General-Anzeiger	6	35,200	Politically neutral paper of large circulation, the majority of its subscribers along the Middle-Rhine.
<b>BOCHUM</b>				<b>COTTBUS</b>			
Bochumer Anzeiger und General-Anzeiger.....	12	33,400	Politically neutral. Circulation is largest in Bochum City and suburbs. Read by all classes.	Cottbuser Anzeiger.....	6	22,300	A liberal paper. Covers the wealthy industrial and rural area between Berlin and Dresden, and is subscribed to by all classes.
<b>BONN-ON-THE-RHINE</b>				<b>DANZIG</b>			
General-Anzeiger für Bonn und Umgebung.....	6	43,500	Paper of moderate tendencies. Besides the City of Bonn and suburbs, its distribution is large in the whole area between Cologne and Coblenz.	Danziger Neueste Nachrichten.....	6	51,200	The most important and widely read home and family paper in Danzig and along the German-Polish boundaries. Its subscribers belong to the middle classes, landlords, farmers and officials. By far the largest circulation of all dailies in the district.
<b>BRAUNSCHWEIG</b> (Brunswick)				<b>DARMSTADT</b>			
Braunschweiger Neueste Nachrichten.....	6	.....	The home and family paper of the City and Province of Brunswick. Circulation primarily among the middle classes. Official organ of the local sporting unions.	Darmstaedter Tagblatt....	7‡	34,000	Established 1737. The leading neutral paper, subscribed to by all classes. Circulates throughout Hesse.
Braunschweigische Landeszeitung.....	7‡	.....	Nationalist politically. A commercial paper. It circulates in the North-western Germany and covers a cross section of people that represent best buying power.	<b>DORTMUND</b>			
Braunschweiger Allgemeiner Anzeiger.....	6	.....	Largest circulation in Brunswick. A home paper, subscribed to by all classes of the population.	General-Anzeiger für Dortmund.....	7‡	250,000	This paper has the largest circulation of all the German dailies outside of Berlin. Its distribution is largest in Dortmund and suburbs, among all classes of the population; also read by all classes in the Rhenish-Westphalian industrial territory.
<b>BREMEN</b>				Zeitung Tremonia.....	7‡	50,000	Organ of the Centrist Party. Distributed in all Catholic circles of Westphalia. Read by all classes from workmen, employees and officials, up to manufacturers, landlords and professionals.
Bremer Nachrichten.....	7‡	67,000	Politically neutral. Dominates the area around Bremen, with highest circulation. Its readers belong to the buying classes	<b>DRESDEN</b>			
Weser-Zeitung.....	16‡	.....	Politically independent paper with Nationalist tendencies. Its readers belong to the educated and buying classes of Bremen, Oldenburg and East-Frisia. Leading trade, shipping and finance newspaper of these districts.	Dresdner Neueste Nachrichten.....	6	120,000	The greatest daily of Dresden, capital of Saxony. Its subscribers are drawn from all classes with good purchasing power, such as commercial, industrial and trade circles.
<b>BREMERHAVEN</b>				See page 382.			
Nordwestdeutsche Zeitung.	6	22,000	The Nationalist paper of the territory of the Lower-Weser river.				

‡Including Sunday Edition.

# SVB

## SCHLESISCHE VOLKSZEITUNG

### BRESLAU

*The Leading Catholic Paper in the East of Germany*

## THE ADVERTISING MEDIUM

FOR OUTSTANDING RESULTS.

Continually increasing circulation

Comprehensive and select contents

*About 70% of our readers consist of better-class families in well-established circumstances.*



American advertisers get  
best results in the  
Brunswick-country through

### Braunschweigische Landeszeitung

The finest political and commercial  
paper with most influential readers  
in North-West Germany.

### Braunschweiger Allgemeiner Anzeiger

The greatest circulation in the Brun-  
swick country. The popular home-  
paper.

Two of the leading  
trade-papers in  
Germany

### Thalacker Anzeiger

Principal paper for the delicatessen  
trade.

### Thalacker Allgemeine Samen- und Pflanzen-Offerte

The best advertising medium for  
German horticultural and kindred  
industries.



## PRINCIPAL GERMAN NEWSPAPERS (Continued)

City and Newspaper	Issues Per Week	Circulation	Characteristics	City and Newspaper	Issues Per Week	Circulation	Characteristics
<b>DRESDEN (Continued)</b>				<b>ESSEN (Continued)</b>			
Dresdner Anzeiger.....	12	57,000	The leading commercial paper of Dresden. Distribution: Dresden and East Saxony, other parts of Saxony and the whole German Republic. Subscribers belong to the well-to-do classes.	Essener Anzeiger.....	7‡	38,000	The leading neutral daily of greater Essen. Readers: all classes.
Dresdner Nachrichten.....	12	37,000	Distribution: Dresden, Middle and East Saxony. Subscribed to by tradesmen, commerce, state officials and farmers.	Essener Volkszeitung.....	7‡	48,000	Organ of the Centrist Party. The leading and authoritative Catholic daily of Western Germany. Subscribers belong primarily to the well-to-do Catholic middle class.
<b>DUISBURG</b>				<b>FRANKFORT-ON-MAIN</b>			
Duisburger General-Anzeiger.....	12‡	55,000	Politically independent, with the largest circulation of all the dailies of the district. Its distribution is in Duisburg and the densely populated suburban district. Subscribed to by all public ranks.	Frankfurter General-Anzeiger.....	6	150,000	By far the greatest of all the dailies of the whole district. Subscribed to by financial and business circles and by 85% of all the dwellings of Frankfurt.
Rhein und Ruhrzeitung....	12‡	36,000	Trade and family paper. Official gazette of the municipality of Duisburg. Leading shipping gazette of West Germany. Circulates on the Lower Rhine. Subscribers are business men and persons of civil circles.	Frankfurter Nachrichten & Intelligenzblatt.....	7‡	37,000	Especially a commercial paper. Distribution over the whole district of Frankfurt and suburban limits. Readers: 31.5% business men, 10% architects, 7.5% farmers 7.5% landlords, etc.
<b>DUESSELDORF</b>				Frankfurter Zeitung.....	19‡	.....	A German paper of international reputation. Distribution: The entire German Republic and continents of Europe. Readers: Independent merchants, bankers, industrialists and educated people.
Duesseldorfer Nachrichten.	13‡	109,000	Distribution: Entire territory of the iron industry on the lower Rhine. A Trade and home paper with subscribers in industrial and trade circles and all classes. Circulation in Duesseldorf, 71,000 copies. Rural edition, 34,000 copies. Postal edition, 4,000 copies.	<b>FRANKFORT-ODER</b>			
Der Mittag.....	6‡	.....	Illustrated daily for sports, commerce, politics and art. Wide circulation in the district around Duesseldorf and Cologne.	Oder-Zeitung.....	6	36,000	Paper with National Liberal tendencies. Distribution: Eastern part of Brandenburg. Readers: well-to-do classes, such as independent merchants, middle and high officials and landowners.
Duesseldorfer Stadtanzeiger	7‡	60,000	An up-to-date impartial daily for city readers.	<b>FREIBURG-IN-BADEN</b>			
<b>ELBERFELD</b>				Freiburger Zeitung.....	12‡	27,000	Independent paper. Circulates in the main part of Upper Badenia, the Black-Forest and Wuerttemberg. Readers: all classes, primarily the best situated and educated people.
General-Anzeiger fuer Elberfeld-Barmen.....	6	90,000	Politically neutral. Highest circulation in the district. Circulates in the whole territory of the Ruhr. Subscribers are drawn from all classes, such as state officials, tradesmen, architects, bankers, etc.	Breisgauer Zeitung..... (Freiburger Neueste Nachrichten)	6‡	.....	Greatest neutral paper on the Upper Rhine. Established 1848. Circulation: from the Black Forest to the Rhine, from Offenbach to Constance and Basle.
Bergisch-Maerkische Zeitung.....	7	.....	Paper with Nationalist political tendencies. Published for 140 years. It is subscribed to by the leading industrialists and business men of the whole Ruhr district.	<b>FUERTH</b>			
<b>ERFURT</b>				Nordbayerische Zeitung....	6‡	26,000	Neutral paper. Largest circulation in Fuerth and suburbs. Subscribers, all classes.
Thueringer Allgemeine Zeitung.....	7‡	48,000	Politically independent paper with Nationally liberal tendencies. Distribution in Erfurt and Thuringia, among the commercially and financially sound popular strata.	<b>GELSENKIRCHEN</b>			
Mitteldeutsche Zeitung....	7‡	30,000	Circulates in Thuringia and in the Southwest of the Province of Saxony. Its subscribers are drawn from well-off and educated classes. Also read by farmers and landlords.	Gelsenkirchener Allgemeine Zeitung.....	7‡	23,000	National - Liberal tendencies. Evangelical. Circulates in Gelsenkirchen. Readers: middle classes of business and trade circles.
<b>ELBING</b>				Gelsenkirchener Zeitung...	7‡	.....	The oldest paper of the district, with coverage throughout the largest area. Read in Catholic circles.
Elbinger Zeitung.....	6	35,600	Politically neutral. Greatest daily of East Prussia outside of Koenigsberg. Distribution: East and West Prussia. Readers of all classes.	<b>GLADBACH-MUNCHEN</b>			
<b>ESSEN</b>				Westdeutsche Landeszeitung.....	7‡	37,000	Greatest home and family paper of the Lower Rhine. Subscribers are drawn from the middle classes and well-to-do people. 85% of all dwellings subscribe to the paper.
Essener Allgemeine Zeitung.	12‡	58,000	Politically independent paper with Nationalist tendencies. Largest circulation in Essen and suburbs, which city is the centre of the Rhenish-Westphalia industrial territory.	<b>GLEIWITZ</b>			
				Der Oberschlesische Wanderer.....	6	38,000	Circulates in Upper Silesia and also over the Polish border. Without any political affiliation. Readers: all classes.
				Die Oberschlesische Volksstimme.....	7‡	30,000	The paper of the Catholic and Nationalist circles. Circulates throughout Upper Silesia.

‡Including Sunday Edition.

## The Home

of the most influential  
German Daily Paper of  
the Lower Rhine

## Duisburger General Anzeiger

(D. G. A.)

with Illustrated Daily Evening Edition and Illustrated Sunday Edition.



The DGA is incomparably the finest advertising medium in the Lower-Rhineland. For decades past, big advertisers have placed it at the head of their list because they know its "pulling" power. It has won the confidence of discerning business men by its guaranteed circulation of 55,000 copies daily, and because of its established lead over all other papers in the district.

Experts consider it one of the finest German Newspapers in its artistic production and general make-up, while in Western Germany, it is the only paper with a daily Rotogravure section, a necessity for effective, modern advertising.

If you would like to learn what important advertisers think of the DGA, and if you would like to see specimen copies, write us direct.

*Duisburger General Anzeiger, Duisburg, Germany*

## "HALLISCHE NACHRICHTEN"

HALLE A. SAALE

**CIRCULATION:** Officially certified over 66,000 copies.

**DISTRIBUTION:** All over the vast Central German commercial and industrial district including the principal city of Halle; the province of Saxony and the adjoining Anhalt and Thuringia.

This district has an area of about 27,000 sq. km. and a total population of 3,500,000 inhabitants. The tertiary subsoil of this district abounds in brown-coal fields, also in potassium, rock-salt, copper, lead, silver, iron, porcelain earth, clay and in salt and sulphurous springs.

Rye, wheat, barley and potatoes are grown here in almost equal proportions. Likewise the sugar-beet industry is most important. Stock farming and forestry are up-to-date and prosperous. The iron works and metal working industries are highly developed. Similarly the chemical, graphite, leather, textile and allied industries are flourishing. Special attention is drawn to the world-renowned "Leuna-Works" manufacturing ammonia and air-nitrogen.

**HALLE—Saale** with more than 200,000 inhabitants, has an important university and is the centre of the Central German coal-mining, metal, machinery and chemical industries. Also of salt potassium and sugar production and farming. It is a central junction for passenger and freight traffic, both by rail and air.

**THE SUBSCRIBERS** of the Hallische Nachrichten are drawn from all classes of the population and are readers of discrimination.

**THE HALLISCHE NACHRICHTEN** carries practically all the representative advertisements of the German and Foreign motor-car, bicycle and other industries. Moreover the trust-companies without exception make use of the "HALLISCHE NACHRICHTEN."

**THE HALLISCHE NACHRICHTEN** is a recognized first-class advertising medium.

# HANNOVERSCHER ANZEIGER

THE GREAT

DAILY

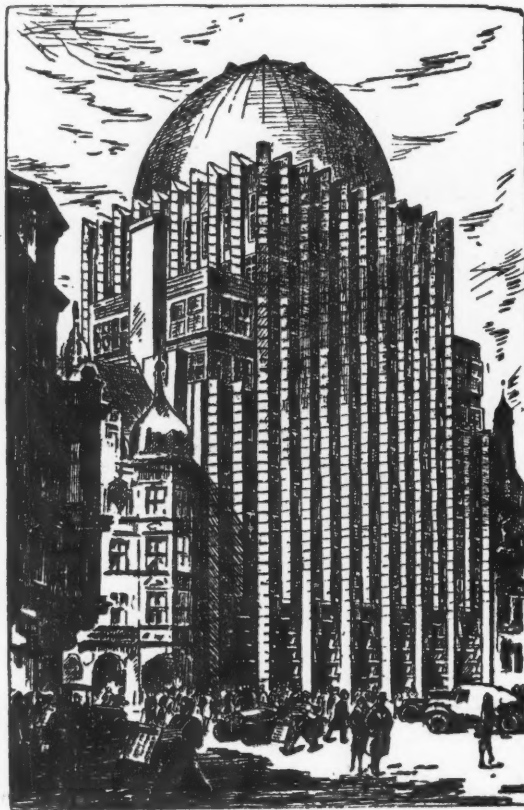
112,672 *Subscribers*

certified on January 17, 1929. Circulates all over the Northwest of Germany, viz: Hannover, Westfalen, Oldenburg, Braunschweig, Lippe. Covers more than 2,000 towns and villages.

*Publisher's  
New Building*

Hannoverscher Anzeiger  
combined with a

*Planetarium*



*The Leading Daily*

for advertising purposes. Mostly read in industrial, commercial and business quarters and by the well-to-do-classes.

*The Publishing Company*

HANNOVERSCHER  
ANZEIGER

A. Madsack & Co.

5, GOSERIEDE

Hannover

Germany

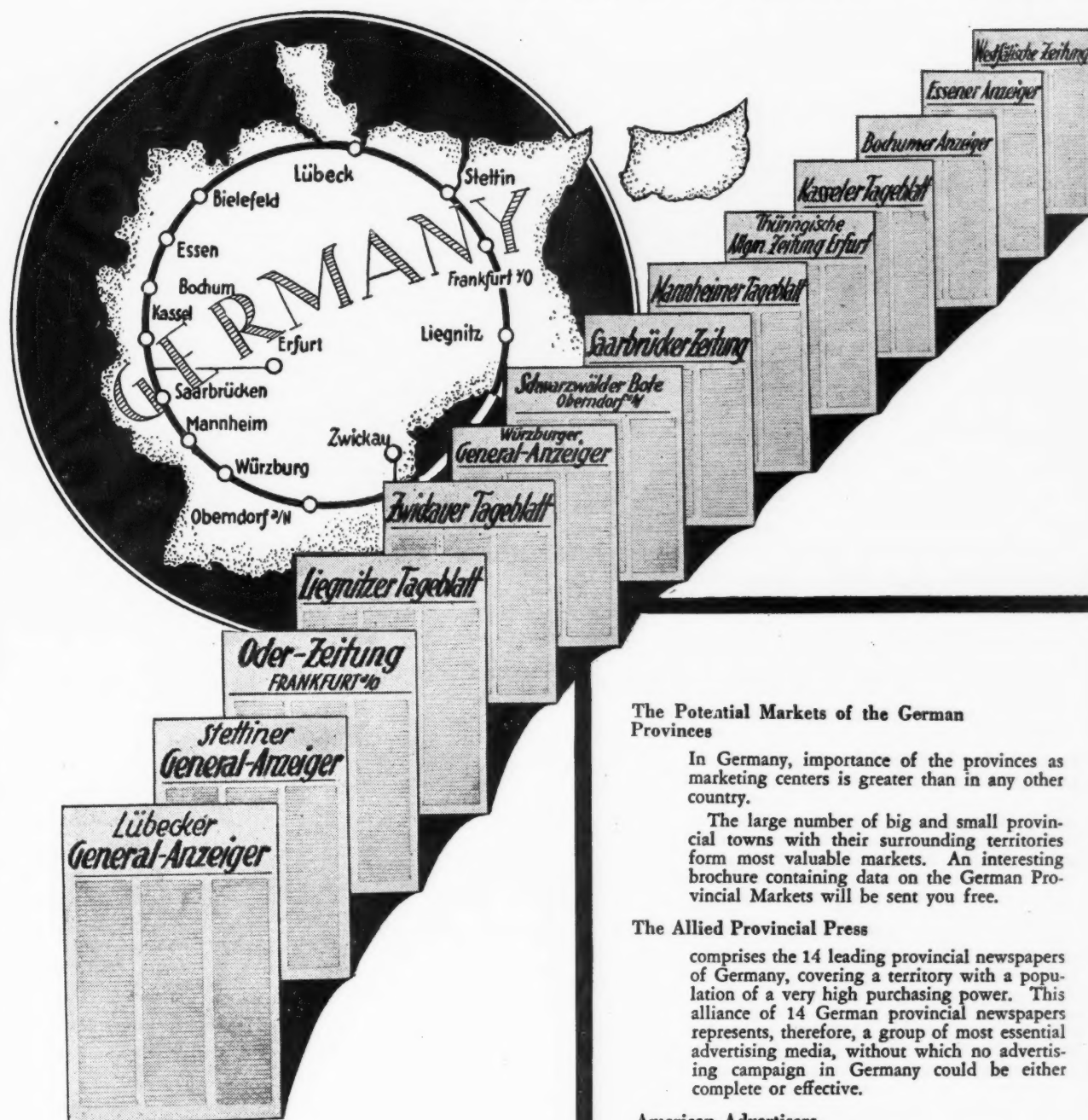
## PRINCIPAL GERMAN NEWSPAPERS (Continued)

City and Newspaper	Issues Per Week	Circulation	Characteristics	City and Newspaper	Issues Per Week	Circulation	Characteristics
<b>GOERLITZ</b>				Hamburger Nachrichten...	12	.....	The great political daily of North-West Germany with national tendencies. Established 1792. Family and home paper of conservative circles. Subscribed to by the educated and buying classes.
Neuer Goerlitzer Anzeiger...	6	36,000	Greatest daily of Goerlitz. Circulates in Lower Silesia. Readers among commerce, trade, industry and rural circles.	<b>HAMM</b>			
Goerlitzer Nachrichten & Anzeiger.....	6	.....	Oldest daily of Goerlitz. Family paper with Nationalist tendencies. Subscribed to by buying classes.	Westfaelischer Anzeiger...	6	21,700	Neutral paper. Its distribution is largest in Hamm and suburban limits and it is read in the whole Province of Westphalia by all classes of people and the landed proprietors.
<b>HALLE a. /S.</b>				<b>HANNOVER</b>			
Hallische Nachrichten.....	6	66,000	Politically independent. By far the greatest and most important daily of the district with a distribution all over the vast Central - German commercial and industrial area of the Provinces Saxony and Thuringia. Subscribers are drawn from all classes of the population.	Hannoverscher Anzeiger...	6	126,000	Politically independent with avowed civil tendencies. Its distribution is largest in Hannover and suburban limits and beyond that, it is read in 2,000 places of North-West Germany with post offices. About 80% of Hannover homes subscribe to the paper.
Saale-Zeitung, Allg. Zeitung fuer Mitteldeutschland...	6	36,300	Impartial paper with national tendencies. Official gazette of the district court and commercial tribunal. Distribution: the central German industrial territory. Subscribers are primarily independent merchants and professional men. Readers also figure in trade business and rural circles.	Hannoverscher Kurier.....	7 S	46,000 55,000	The leading trade and commercial paper of the district, with liberal national political tendencies. Keeps its readers posted on all questions of political, cultural and intellectual interests. Reader influence: Better classes. Official gazette.
<b>HAMBURG</b>				Hannoversches Tageblatt...	7	.....	Hannover local edition twice a day. The neutral morning daily, distributed in the City and Province Hannover. Reader influence: commercial, industrial and trade people, well fixed consumers and landed proprietors.
Hamburger Anzeiger.....	6	140,000	Liberal tendencies. Its circulation is largest in Hamburg-Altona, 90% of the whole edition being spread over the district of these towns. Readers belong to all classes of the population.	<b>HEIDELBERG</b>			
Hamburger Echo.....	7	59,000	The leading daily of the working class in the two cities of Hamburg and Altona, with a steadily increasing edition.	Heidelberger Neueste Nachrichten.....	6	20,000	Oldest daily of the district. Its distribution is among the prominent and commercially important quarters.
Hamburger Fremdenblatt... See page 377	12	150,000	Paper of national tendencies, the greatest and most important daily of Hamburg and the North-West of Germany.				

‡Including Sunday Edition.



# Marketing Service of the German Provincial Press...



## The Potential Markets of the German Provinces

In Germany, importance of the provinces as marketing centers is greater than in any other country.

The large number of big and small provincial towns with their surrounding territories form most valuable markets. An interesting brochure containing data on the German Provincial Markets will be sent you free.

## The Allied Provincial Press

comprises the 14 leading provincial newspapers of Germany, covering a territory with a population of a very high purchasing power. This alliance of 14 German provincial newspapers represents, therefore, a group of most essential advertising media, without which no advertising campaign in Germany could be either complete or effective.

## American Advertisers in the Provincial Newspapers...

General Motors Corporation, Ford Cy, Nash, Chrysler, Wrigley, Overland, Whippet, Palmolive, Quaker Oats...

The "General Market Analysis" of the German Province and all advertising information on request by the central office of the "RING-GROUP."

## THE GERMAN PROVINCE

Ring-Group of the Leading Provincial Newspapers

Headquarters: Ring-Gruppierung führender Provinz-Verlage, Berlin, S.W. 11, Koeniggrätzer Str. 48

## PRINCIPAL GERMAN NEWSPAPERS (Continued)

City and Newspaper	Issues Per Week	Circulation	Characteristics	City and Newspaper	Issues Per Week	Circulation	Characteristics
<b>HEIDELBERG</b> (Continued)				<b>KOELN</b> (Cologne/Rhine) (Continued)			
Heidelberger Tageblatt....	6	25,000	Politically independent. Subscribed to by all classes of the population including land owners.	Koelnische Volkszeitung....	18	.....	Commercial and financial newspaper. Thoroughly circulated in Cologne and the western part of Germany and appeals to the Catholic circles. Owing to its distribution among the prominent popular strata it enjoys a first position in industrial and commercial quarters.
<b>HILDESHEIM</b>							
Hildesheimer Allgemeine Zeitung..... (Gerstenbergsche Zeitung)	6	.....	One of the oldest papers of Germany with liberal tendencies. Established 1705. Distribution largest in Hildesheim; beyond that spread over the whole territory from Hildesheim to the Harz and Brunswick. Subscribers among all classes.	Koelnische Zeitung.....	14	.....	Liberal by inclined paper of international character. Distribution: largest in Cologne and 4,500 places of Germany. Subscribers are drawn of the highest classes of the general, financial and industrial public.
<b>HIRSCHBERG. i. Schles.</b>				Stadtanzeiger fuer Koeln und Umgebung.....	12	140,000	The leading local paper of Cologne. It has the highest edition of all the dailies of the city. It reaches most homes and dwellings in Cologne city and suburban limits.
Der Bote aus dem Riesenbebirge.....	6	28,000	Wide distribution in the Lower-Silesia and the area of the Silesian Mountains. Subscribers belong to all classes of urban and rural circles.	<b>KOENIGSBERG</b> (EAST PRUSSIA)			
<b>ITZEHOE</b>				Koenigsberger Allgemeine Zeitung.....	12	52,000	Paper with national liberal tendencies. Highest circulation of all the dailies in East Prussia. Distributed among the prominent and financial sound readers.
Nordischer Kurier.....	6	22,400	The impartial leading political daily of West-Schleswig-Holstein. Home and family paper. It is read in the whole district by all ranks of the public with purchasing power.	Koenigsberger Hartungsche Zeitung.....	12	.....	Established nearly three centuries ago. Paper of great cultural reputation. The subscribers belong to the better classes. Leads in sporting events in the east.
<b>KARLSRUHE</b>				Koenigsberger Tageblatt...	7	58,000	The impartial home paper of East Prussia. Its distribution is largest in Koenigsberg and it is read in all places of the province. Subscribers belong to all classes.
Badische Presse.....	12	50,000	Politically national and liberal paper. The leading daily of Badenia. Distribution: in Karlsruhe nearly to every family and in the whole Badenia. Reader influence: the buying civil circles and those of commerce, trade and industry.	Ostpreussische Zeitung.....	6	21,300	Agrarian political tendencies. Distribution in Koenigsberg and the province. Subscribers are primarily of land owners and landed proprietors.
Karlsruher Tagblatt.....	7	23,000	Impartial paper. The every morning-daily and oldest family paper of Karlsruhe. Reader influence: buying classes.	<b>KONSTANZ</b>			
<b>KASSEL</b>				Deutsche Bodensee-Zeitung	6	17,000	Paper of the centrum party and Catholic interests. The widest spread and mostly read daily in the Badenian Upper Land and Bodensee area.
Kasseler Neueste Nachrichten.....	6	31,000	Politically independent. Distribution in Kassel and the whole Province Hessen. Subscribers are among the well-to-do circles and trade quarters.	Konstanzer Zeitung.....	6	.....	Civil independent paper. The official organ of the various state and municipal authorities of Konstanz. Distributed in Konstanz and Bodensee limits.
Kasseler Post.....	7	30,000	National political tendencies. Important paper for trade and commerce. Widest distribution in Central-Germany among the industrial and commercial strata. Reader influence: buying classes.	<b>KREFELD</b>			
Kasseler Tageblatt mit Handelszeitung..... See page 395.	12	22,000	Commercial and trade paper. Its distribution is largest in Kassel and suburbs, and it is read by the wealthiest rank of the public, and economically important quarters of commerce industry and landed propriety.	General-Anzeiger fuer Krefeld und den Niederrhein.	7	23,000	Politically impartial. Home and family paper. Greatest circulation of all the dailies of Krefeld. Reader influence: all classes.
<b>KIEL</b>				Krefelder Zeitung.....	12	.....	Paper of middle class circles and buying classes.
Kieler Neueste Nachrichten.	6	70,000	The independent national paper leading in the whole Province of Schleswig-Holstein, with the highest circulation of all the dailies in the district. The most renowned and most widely spread daily in commercial and civil circles of Schleswig-Holstein.	Niederrheinische Volkszeitung.....	7	.....	Leading organ of the centrum party of Krefeld and suburban rural districts, which are 80% Catholic. Reader influence: Middle classes of purchasing power and the wealthy parts of commercial and rural districts.
<b>KOELN</b> (COLOGNE/RHINE)				<b>LANDSBERG (WARTHE)</b>			
Koelner Tageblatt.....	13	.....	Paper of liberal tendencies without any affiliation to a party. Its distribution is two-thirds in Cologne, the rest is spread over the Rhenish area. The subscribers are drawn from officials and instructors 34%, professionals 18%, employees 18%, tradesmen, etc. 25%.	General-Anzeiger fuer die gesamte Neumark.....	6	20,600	Impartial paper, distributed in Landsberg and the North-eastern part of the Province Brandenburg. Reader influence: all classes.

‡Including Sunday Edition.

## PRINCIPAL GERMAN NEWSPAPERS (Continued)

City and Newspaper	Issues Per Week	Circulation	Characteristics	City and Newspaper	Issues Per Week	Circulation	Characteristics
<b>LEIPZIG</b>							
Leipziger Neueste Nachrichten..... See page 379.	7	170,000	The great political and patriotic paper of international reputation. The leading daily of all the newspapers in Central Germany and the Freestate of Saxony; most densely spread in Central Germany and read in the whole Republic. It keeps pace with a rapid and reliable news service. It has a wide-distribution among the commercial, financial and industrial circles.				places of the whole Pfalz area. Reader influence, the prominent and important commercial circles.
Neue Leipziger Zeitung....	7	120,000	Tendencies: civil-republican. Organ of the municipality of Leipzig. Its distribution is largest in Leipzig and the Central Germany. Subscribers are drawn from the commercial and industrial quarters and middle classes with purchasing power.	<b>LUEBECK</b>			
				Luebecker General-Anzeiger..... See page 395.	6	46,000	A civil paper without any affiliation to a party. Dominates Luebeck city and the whole Freestate of Luebeck. Circulation in Luebeck: 22,000; postal edition: 24,000 copies. Reader influence: all public ranks of purchasing power.
<b>LIEGNITZ</b>				<b>MAGDEBURG</b>			
Liegnitzer Tageblatt..... See page 395.	6	37,000	Impartial, civil paper. The leading and most widely spread daily of the Province Silesia. Distribution in Liegnitz 16,000, postal edition 2,500, rural edition 18,500. Reader influence: all classes with purchasing power.	Magdeburger General-Anzeiger.....	6	80,000	Liberal tendencies but without any affiliation to a party. Circulates in the whole Province of Saxony and borders. Reader influence: all classes of the population in the district.
				Magdeburger Tageszeitung.	6	.....	Paper with political national tendencies, distributed over the whole Province of Saxony. Its subscribers are commercial, industrial and rural classes.
<b>LUDWIGSHAFEN a. RHINE</b>				Magdeburgische Zeitung...	14	22,400	Organ of the German Popular Party. Distribution in Magdeburg and the Province of Saxony. Subscribers belong to the well-to-do commercial and industrial classes and land owners.
General-Anzeiger.....	6	22,000	Impartial paper. Official gazette of the municipality of Ludwigshafen. The local daily and mostly read home and family paper in the city.	<b>MAINZA/RHINE</b>			
Pfalzische Rundschau.....	7	30,000	The leading daily of the Rhine-Pfalz. Politically independent with national tendencies. It is distributed over the 700	Mainzer Anzeiger.....	7	48,500	Liberal tendencies. It has by far the greatest circulation of all the dailies in Hessen. In Mainz nearly every dwelling is subscribed to it. Distribution over the whole Province Rhine-Hessen and South-West Germany. Reader influence: all classes.

**inseparable conception  
for advertisers**

**East Prussia**

**Königsberg**

**Allgemeine Zeitung**

Apply for our pamphlet  
"The economic aspects of East Prussia."



## PRINCIPAL GERMAN NEWSPAPERS (Continued)

City and Newspaper	Issues Per Week	Circulation	Characteristics	City and Newspaper	Issues Per Week	Circulation	Characteristics
<b>MANNHEIM</b>				<b>OBERNDORF a. N.</b>			
Mannheimer Tageblatt, Badischer Generalanzeiger See page 395.	7	24,000	Impartial civil tendencies. Sphere of the paper: North-Badenia, Rhine-Hessen and Rhine-Pfalz. A home and family paper of circles with purchasing power in Mannheim and suburban limits and outside of well-to-do classes.	Schwarzwälder Bote..... See page 395.	6	35,000	Impartial paper, distributed in a wide district of more than 3,000 places with post office, covering the whole Black-Forest and Borders. Selected paper for auto and motor-bicycle advertising. Reader influence: all classes.
Neue Badische Landeszeitung.....	13	.....	Largest edition of the dailies in Mannheim, distributed in Baden, Pfalz and Hessen. Subscribers: 65% farmers, laborers and employees, 21% trade-work and business men, etc.	<b>OLDENBURG</b>			
Neue Mannheimer Zeitung..	12	.....	Liberal national tendencies. Its distribution is largest in Mannheim and suburbs and is spread over the districts of Baden, Pfalz and Hessen. Subscribers are drawn from the middle classes, commerce and trade circles.	Nachrichten fuer Stadt und Land.....	7	26,000	Impartial paper. The leading daily of the city and Freestate Oldenburg. Highest circulation of all the dailies in the district. Reader influence: all classes.
<b>MUENCHEN</b>				<b>OSNABRUECK</b>			
Bayerische Staatszeitung....	6	.....	Official organ of the government and official gazette. Tendencies: patriotic. The daily of the refined circles such as nobility, finance, commerce, industry and professional men, high estate officials.	Osnabruecker Allgemeine Zeitung.....	7	.....	Trade and family paper, circulates in Osnabrueck and suburban limits. Reader influence: middle classes.
Bayerische Zeitung.....	6	55,000	Politically independent, national tendencies. It has primarily its distribution over the whole Freestate Bavaria and boundaries, parts of Austria, Tirol and Switzerland. The subscribers are among all classes.	Osnabruecker Tageblatt....	7	21,095	Impartial paper. 14,906 subscribers in the urban district and 6,189 in the suburban limits are certified. Greatest daily of the place. Reader influence: all classes including land-lords and landed proprietors.
Muenchner Neueste Nachrichten.....	7	135,000	Tendencies: national. The greatest of all the dailies in South Germany spread over this whole district. Trade and industrial paper, old home and family paper of all classes.	Osnabruecker Volkszeitung..	7	19,800	Political tendencies: Catholic. Organ of the Centrum Party. Home and family paper, circulates in the Weser Ems River district. Reader influence: all classes.
Muenchener Zeitung..... See page 401.	6	110,000	Politically independent, national tendencies. The greatest mid-day paper of the German South; old family paper, leading in sports. Reader influence: directors, professional men 21%, independent tradesmen 11%, public officials 23%, commercial employees 22%, workmen 22%.	Osnabruecker Zeitung.....	7	.....	Politically independent with national tendencies. Oldest daily of Osnabrueck, read in most of the households in the urban district and suburban limits. Reader influence: all buying classes.
<b>NUERNBERG</b>				<b>PFORZHEIM</b>			
Fraenkischer Kurier.....	7	56,000	National tendencies. Established 1833. Distribution: the whole North-Bavarian district. Reader influence: better classes.	Pforzheimer Anzeiger.....	6	33,000	National tendencies. By far the greatest of all the dailies in Pforzheim, widely spread in the jewelry manufacturing district. Reader influence: all classes.
Fraenkische Tagespost.....	7	32,000	Republican tendencies. Distribution largest in Nuernberg and Central Franconia. Reader influence: laboring and middle classes.	<b>PLAUEN (VOGTLAND)</b>			
Nuernberger Zeitung.....	6	80,000	Politically independent and neutral. Its distribution is largest in Nuernberg with 58,000 copies, the rest is spread over the area of North Bavaria. Reader influence: all ranks of the population.	Neue Vogtlaendische Zeitung.....	6	48,000	Impartial paper with national tendencies. Distribution: the South-West Saxonian industry area. Reader influence: middle and laboring classes.
				Vogtlaendischer Anzeiger...	6	30,000	National tendencies. Distribution: the South-West Saxonian industrial area. Subscribers: the educated classes, professional, commerce and trades people.
				<b>RATIBOR</b>			
				Oberschlesischer Anzeiger..	6	27,800	German national tendencies. Widely spread in the densely populated Province of Upper-Silesia since more than a century. Reader influence: buying classes in urban and rural districts.

# balance



The balance is manifested in the purchasing power. — The "Bayerische Staatszeitung", the official gazette and official State-Advertiser is the specific daily of the Bavarian population (nobility, finance, commerce and trade, the academic circles, the higher and middle class officials of commission a.s.f.). — The lowest limit of the annual income of their readers may be taxed at Rm. 6000.— the medium at Rm. 12 000.— up to Rm. 18 000.—

whereas the highest grades of their income cannot be computed. — According to the German standard the foresaid incomes are very good ones. — Therefore the "Bayerische Staatszeitung" must be used by all advertisers who want to sell first class merchandise in Bavaria. Advertisers may obtain interesting information regarding the Bavarian market and the advertising power of the "Bayerische Staatszeitung" by applying to

The Advertising Department of the "Bayerische Staatszeitung" Muenchen (Bavaria)



**Mannheim** is the most important industrial town of the Southwest of Germany and the trading centre on the Rhine and Neckar. It comprises an industrial territory with more than a million people. Highly successful advertising in this district is obtained through the paper which completely covers the whole area.

## Neue Mannheimer Zeitung

*Circulates everywhere in Mannheim and its environs*

### PRINCIPAL GERMAN NEWSPAPERS (Continued)

City and Newspaper	Issues Per Week	Circulation	Characteristics	City and Newspaper	Issues Per Week	Circulation	Characteristics
<b>REGENSBURG</b>				<b>STETTIN</b>			
Regensburger Anzeiger.....	7	.....	Organ of the Bavarian Popular Party. Official organ of various municipalities. Distribution in the whole area of Lower-Bavaria. Subscribers belong to the middle and buying classes.	Ostsee-Zeitung/Stettiner Abendpost.....	6	.....	Impartial evening daily, old family and commercial paper. Distribution in Stettin and suburban limits. Reader influence: well-to-do classes.
<b>ROSTOCK MECKLENBURG</b>				Pommersche Tagespost....	6	18,400	Patriotic national tendencies. Distribution only in the Province Pommern among the land owners and landed proprietors. Reader influence: better classes.
Rostocker Anzeiger.....	6	62,000	Impartial. Official gazette. Dominates the commercial area between Luebeck and Stettin. Reaches the whole public of all industrial and commercial circles of this district. Good home and family paper. Organ of the landed property and landed owners.	Stettiner General-Anzeiger.. See page 395.	7	80,000	Impartial. The leading trade and commercial paper with the highest circulation of all the dailies in Pommern and borders. Its distribution is largest in Stettin: 56,000 copies, the rest is spread over the whole district, and neighboring seaside resorts. Reader influence: all classes.
<b>SAARBRUECKEN</b>				<b>STOLP. i. POMMERN</b>			
Saarbruecker Landeszeitung	7	45,000	Organ of the centrum party. Politically leading paper. Distribution largest in the West-Pfalz. Reader influence: all classes.	Zeitung fuer Ostpommern..	6	21,000	Patriotic national tendencies. Distribution: East-Pommern and borders. Reader influence: all classes.
Saarbruecker Zeitung..... See page 395.	7	65,000	Independent liberal, but without any affiliation to a party. The leading daily with the highest circulation in the Saar District. It comprises also the Mosel-anum vine culture area. A good home paper, read by all classes.	<b>STUTTGART</b>			
<b>SCHNEIDEMUEHL</b>				Schwaebischer Merkur.....	12	.....	National and liberal tendencies. A paper for finance, commerce and trade that is spread over the South-West of Germany. Reader influence: better classes.
Der Gesellige.....	6	21,236	The home paper East Germany. Subscribers: land owners, farmers and laborers in urban and rural districts.	Stuttgarter Neues Tagblatt. See page 401.	12	65,000	Liberal tendencies. The leading and by far the greatest of all the dailies of the Preestate of Wuerttemberg. It is read by 27,300 industrials, merchants and professional men, 13,150 high and middle class officials, 19,350 farmers, workmen and employees; the rest circulates in hotels, etc.
<b>STENDAL</b>							
Der Altmaerker.....	6	25,600	Independent liberal paper. The greatest daily in the northern part of the Province Saxony. Subscribers: all classes, especially commercial, trade and farming.				

PRINCIPAL GERMAN NEWSPAPERS (*Continued*)

City and Newspaper	Issues Per Week	Circulation	Characteristics	City and Newspaper	Issues Per Week	Circulation	Characteristics
Wuerttemberger Zeitung...	6	45,000	Independent liberal tendencies. Distribution largest in Stuttgart 80%, the rest is spread over the whole Freestate. Reader influence; all classes.	<b>WIESBADEN</b> Wiesbadener Tagblatt...	6	26,000	Politically independent. Highest number of subscribers in Wiesbaden and suburbs. Reader influence: middle classes.
<b>TRIER</b> Trierische Landeszeitung...	6	33,000	Political interests: Centrum Party. Distribution largest in the South-West Rhineland. Reader influence: well-to-do classes.	<b>WUERZBURG</b> Wuerzburger General-Anzeiger..... See page 395.	6	50,000	Impartial home and family paper, without any affiliation to a party. Circulation in Wuerzburg: 19,000 copies, the rest is read in more than 2,000 places in North-West Bavaria. 85% of the dwellings in Wuerzburg are subscribers. Reader influence: better classes.
Trierischer Volksfreund....	6	33,500	Tendencies: independent Catholic interests. Its distribution is largest in Trier beyond that in suburban limits. Official organ of the municipality. Reader influence: buying classes.	<b>ZWICKAU i. Sa.</b> Zwickauer Tageblatt..... See page 395.	6	46,500	Independent liberal tendencies. Greatest daily in West-Saxony with the highest circulation of all the dailies in this district. Home and family paper of widest distribution among all classes of the population.
<b>WEIMAR</b> Allgemeine Thueringische Landeszeitung Deutschland.....	7	24,600	Impartial national tendencies. Home and family paper. Distribution largest in Central-Thuringia, readers belong primarily to economical and commercial quarters, civil service, and industry.				

## PRINCIPAL GERMAN MAGAZINES AND PERIODICALS

City and Magazine	Issued	Circulation	Characteristics	City and Magazine	Issued	Circulation	Characteristics
<b>BERLIN</b> Berliner Illustrierte Zeitung	W	1,883,000	The illustrated weekly always abreast of the times. It has the highest circulation of all German illustrated papers and is read in all parts of the world.	<b>BERLIN (Continued)</b> Hackbeils Illustrierte...	W	300,000	Illustrated weekly reaching all classes.
Das Blatt der Hausfrau....	W	500,690	The magazine devoted especially to modern housekeeping.	I. Z. (Die Illustrierte Zeitung).....	W	300,000	An illustrated weekly read by all classes.
Das Magazin.....	M	185,000	A magazine containing reports on all events of society life.	Lustige Blätter.....	W	.....	A high-class humorous magazine read everywhere.
Der Deutsche Rundfunk...	W	110,000	One of the leading and widest spread illustrated radio periodicals of Germany, with a complete compilation of the daily programs of all the German and foreign radio stations.	Sport im Bild..... See page 383.	S-M	21,000	The most exclusive among the German illustrated Society and Sport - Reviews. Circulates among fashionable society people.
Der Weltspiegel.....	W	420,000	Illustrated supplement of the Berliner Tageblatt, always up-to-date, large distribution.	Scherls Magazin..... See page 383.	M	135,000	A first class magazine of the German home, which is distributed not only in Germany but also to German people all over the world.
Die Dame.....	S-M	50,890	The German society magazine of international renown.	Uhu.....	M	207,470	The good German magazine. Lively full of humor.
Die Deutsche Illustrierte...	W	430,000	An illustrated weekly.	<b>BRAUNSCHWEIG</b> Westermanns Monatshefte	M	.....	Leading illustrated German monthly and family paper for instructive, graphic and fine arts. Reader influence: lovers of the fine arts, artistic and educated classes.
Die Funkstunde.....	W	250,000	Official organ of the Berlin radio station. Illustrated periodical with detailed reports on all events of radio interest.	<b>DUESSELDORF</b> Rheinische Illustrierte...	W	160,000	Illustrated periodical, reporting all events. Readers: all classes.
Die Gartenlaube..... See page 383.	W	100,000	A periodical catering to family circles of the educated German middle classes. Circulates over the whole German Republic.	<b>FRANKFURT a. MAIN</b> Das Illustrierte Blatt....	W	281,000	Illustrated weekly of Frankfurt/Main widely distributed in South and West-Germany. Reader influence: all classes.
Die Gruene Post.....	W	985,150	The German Sunday Paper. Circulation one million copies in the whole Reich.	<b>HAMBURG</b> Frau und Heim.....	M	150,000	The illustrated women's periodical for housekeeping; monthly supplement of the Hamburger Fremdenblatt. Reader influence: all classes.
Die Koralle.....	M	39,000	The beautifully illustrated scientific magazine, appealing to the general public.	Hamburger Illustrierte...	W	180,000	The greatest illustrated weekly of North Germany. Its distribution is widely spread over this district and also abroad. Reader influence: all classes.
Die Woche..... See page 383.	W	225,000	One of the most notable of German illustrated papers, that is read not only in the homes of the educated and wealthy classes throughout Germany but also far abroad.				
Elegante Welt.....	S-M	50,000	An exclusive review reporting fashions of high class society.				
Fuers Haus.....	M	610,000	An illustrated home paper for feminine interests, circulating over the whole German Republic, with 28 combined editions.				



# MUNICH

The fourth biggest town of the German Republic,  
with 700,000 inhabitants and 190,000 households is

**an important Sales District**

The

## Münchener Zeitung

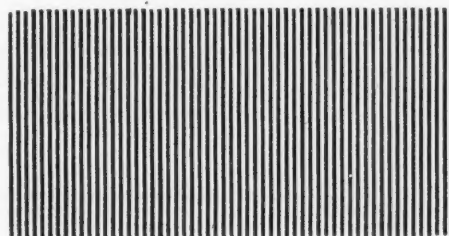


Mit dem Wochenbeiblatt  
Die Propälen / Oaperische Heimat / Aus Dem Nechtsleben / Jugendheimat

The greatest midday-paper of the German South, reaches with a

### daily circulation of 110,000 copies

a reading public of



21% directors, managers of firms, business-  
men, house-owners, professionals

11% independent tradesmen

23% public officials of all classes

22% commercial employees

23% workmen

**The celebrated Family paper — Leading in Sport**

THE GREATEST POLITICAL DAILY

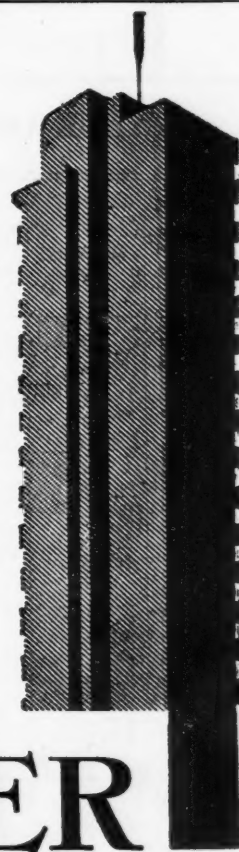
THE LEADING FINANCIAL AND COMMERCIAL JOURNAL

THE WIDESPREAD HOME AND FAMILY PAPER

THE MOST EFFECTIVE MEDIUM FOR ADVERTISING

IN THE SOUTHWEST OF GERMANY

TWO DAILY EDITIONS



# STUTTGARTER NEUES TAGBLATT

## PRINCIPAL GERMAN MAGAZINES AND PERIODICALS (Continued)

City and Magazine	Issued	Circulation	Characteristics	City and Magazine	Issued	Circulation	Characteristics
<b>KOELN</b> (Cologne/Rhine)				<b>LEIPZIG</b> (Continued)			
Heimat und Welt.....	W	250,000	An illustrated periodical for home and family. Subscribed to by well-to-do classes.	Welt und Haus.....	W	.....	An illustrated periodical for German homes. Reader influence: all classes.
Koelnische Illustrierte Zeitung.....	W	270,000	The illustrated weekly of the Rhine, with a wide distribution in the whole Rhine district. Reader influence: all classes.	<b>MUENCHEN</b>			
<b>LEIPZIG</b>				Fliegende Blätter.....	W	.....	The oldest and most renowned of the periodicals for humor.
Daheim.....	W	70,000	An illustrated periodical for the German home of light reading and science. Widely spread paper. Reader influence: well situated classes.	Meggendorfer Blaetter.....	W	50,000	The well illustrated periodical for humor, it is a favorite throughout Germany.
Das Leben.....	M	100,000	An illustrated magazine of the narration and story-type in the Anglo-American style. Widely spread over the whole German Republic.	Muenchner Illustrierte Presse.....	W	600,000	The great illustrated weekly of South Germany, widely spread over the whole of Bavaria. Reader influence: all classes.
Deutsche Modenzeitung..	S-M	190,000	The leading periodical for fashions. German family paper. It is read in more than 4,700 places with post office in Germany. Reader influence: middle and better classes.	Simplicissimus.....	W	.....	A satirical, political magazine of fine humor, read in all parts of the Reich.
Illustrierte Zeitung.....	W	.....	Oldest first class leading illustrated weekly, circulating in all countries where German is spoken. Because of its modern style it is the favorite of the well-to-do buying classes.	Sueddeutsche Sonntagspost.	W	160,000	An illustrated home and family paper. Distributed in South Germany. Reader influence: middle classes.
Veihagen and Klasings Monatshefte.....	M	110,000	A magazine of high cultural type, in an artistic and refined style, that is read by first class ranks of the public.	<b>NEURODE</b>			
Welt im Bild.....	W	180,000	Supplement of the Leipziger Neueste Nachrichten. Always has up-to-date illustrations of latest events. Reader influence: better and middle classes.	Hausfreund fuer Stadt und Land.....	W	150,000	An illustrated periodical of civil tendency, spread over the whole Reich. Subscribed to by the well-to-do middle classes in small provincial towns and in the country.
				<b>STUTT GART</b>			
				Das Buch fuer Alle	28 x per year	100,000	An illustrated review of high editorial worth. Widely spread in Germany. Reader influence: well-to-do and good buying classes.
				Die Frau in Haus, Beruf und Gesellschaft.....	S-M	75,000	The greatest illustrated women's periodical for home and family in Stuttgart and Wuertemberg. Supplement to the Stuttgarter Neues Tagblatt, and on sale by newsdealers.

## \*VALUE OF ALL FOREIGN CURRENCIES IN DOLLARS

Countries	Legal Standard	Monetary Unit	Value of U. S. Money				Countries	Legal Standard	Monetary Unit	Value of U. S. Money			
			Par	12 months preceding July 31, 1929						Par	12 months preceding July 31, 1929		
				High	Low	July 31st					High	Low	July 31st
NORTH AMERICA							EUROPE — Cont.						
Canada.....	Gold	Dollar	\$1.00	1.0018	.9909	.9975	Great Britain....	Gold	{Pound Sterling	4.8666	4.8657	4.8468	4.85312
Mexico.....	Gold	Peso	.4985	.4850	.4700	.4850	Greece.....	Gold	Drachma	.01297	.0130	.0129	.01295
SOUTH AMERICA							Hungary.....	Gold	Pengo	.1749	.1746	.1744	.1742
Argentina.....	Gold	{Paper Peso	.4245	.4228	.4181	.4200	Italy.....	Gold	Lira	.0526	.0525	.0523	.0523
Brazil.....	Gold	Milreis	.1196	.1198	.1185	.1188	Netherlands....	Gold	Guilder	.40195	.4025	.4004	.40105
Uruguay.....	Gold	Peso	1.0342	1.0299	.9639	.9960	Norway.....	Gold	Kroner	.2680	.2674	.2664	.2667
EUROPE							Poland.....	Gold	Zloty	.1122	.1126	.1125	.1126
Austria.....	Gold	Schilling	.1407	.1418	.1404	.1409	Portugal.....	Gold	Escudo	1.0805	.0458	.0450	.0458
Belgium.....	Gold	Belga	.1390	.1394	.1388	.13915	Roumania.....	Gold	Lei	.0060	.0061	.0060	.0060
Bulgaria.....	Gold	Lev	.19295	.0073	.0073	.0073	Spain.....	Gold	Peseta	.19295	.1677	.1370	.1463
Czechoslovakia....	Gold	Crown	.0296	.0297	.0296	.02962	Sweden.....	Gold	Kronor	.2680	.2682	.2669	.2681
Denmark.....	Gold	Kroner	.2680	.2675	.2663	.2666	Switzerland.....	Gold	Franc	.19295	.1927	.1923	.19247
Finland.....	Gold	Finnmark	.02518	.0252	.0251	.02517	Jugoslavia.....	Gold	Dinar	.19295	.0176	.0176	.0176
France.....	Gold	Franc	.03918	.0392	.0390	.03919	ASIA						
Germany.....	Gold	Reichsmark	.2380	.2388	.2365	.2384	British India ...	Gold	Rupee	.3650	.3658	.3598	.3605
							China.....						
							Shanghai—Tael	Silver	Tael	.....	.6612	.5712	.5800
							Hong Kong—\$	Silver	Dollar	.....	.5056	.4750	.4850
							Japan.....	Gold	Yen	.4985	.4745	.4360	.4650

\*Courtesy Irving Trust Co.

## V

## MISCELLANEOUS FOREIGN MARKETS

### EUROPE, THE ORIENT AND LATIN AMERICA

Including Data on Countries Not Covered in Sections II, III and IV

IN considering the foreign field apart from Germany, Canada, and the British Empire, which are covered individually elsewhere, the general sections Europe, Latin America and the Orient stand out as most important. The countries in Europe showing increase of merchandise imports from United States during the fiscal year 1928-29 over 1927-28, excluding those covered individually, are, in order of increase, France, Italy, Spain, Sweden, Belgium and Greece. The total increase in France for American products was approximately 29 millions over the preceding year 1927-28, the total being 260 millions. This increase was due largely to increased imports of copper and gasoline products. Italy showed an increase in 1928-29 of about 16 millions, or a total of 164 millions, increases in purchases of copper being the main factor. The increase in Spain during this period was about 13 millions, with a total for 1928-29 of 90 millions.

The increases for the other countries were not so marked, although a total increase of 19 millions for all other countries in Europe, not listed above, is noted. Decreases of United States imports for the period 1927-28 and 1928-29 are noted in Denmark, Finland, Netherlands and Soviet Russia, while the figure for Norway remained the same. Reduction of wheat imports from United States to most of the European countries and reduction of imports of United States copper into the Netherlands were largely responsible for this decrease. Details on the countries mentioned follow in this section.

#### FRANCE

Exports to France from United States amounted to \$240,700,000 in 1928, 5 per cent more than in the preceding year.

This increase resulted from larger shipments of copper, refined petroleum products, automobile parts and prunes. Wheat exports were less than one-fifth as large as in 1927, and exports of safety razor blades were very sharply curtailed.

#### Principal Commodities Exported to France from U. S. (1910-1928)

	Value in Thousands of Dollars			
	Average 1910-1914	1926	1927	1928
TOTAL EXPORTS .....	138,841	264,004	228,781	240,691
Lard .....	1,236	584	658	995
Wheat, grain .....	2,979	13,290	18,241	2,871
Prunes .....	712	1,494	1,471	3,089
Sugar .....	.....	426	143	97
Tobacco leaf .....	4,083	4,256	3,602	2,505
Cotton, unmanufactured .....	68,783	95,066	92,754	90,836
Coal, bituminous .....	139	2,933	614	103
Gasoline and naphtha .....	1,770	41,366	28,147	31,777
Illuminating oil .....	2,758	6,420	3,014	5,295
Lubricating oil .....	2,901	12,044	9,128	10,560
Copper (ingots, bars, rods) .....	19,445	25,244	15,153	25,999
Safety-razor blades .....	.....	1,057	1,182	18
Adding and calculating machines ..	103	1,609	1,235	1,573
Typewriters .....	1,034	1,836	2,033	1,972
Automobile parts .....	109	2,139	1,820	3,463

#### ITALY

The United States was the greatest supplier of Italian imports in 1928, according to Italian statistics as reported on April 17 by Counsel Homer Brett, Milan. Total merchandise imports from all countries were valued at 22,103,853,000 lire, of



## ITALY—(Continued)

which the United States share was 4,015,168,000 lire. Germany and France each supplied a little over half the amount of imports from the United States, their amounts being 2,205,185,000 and 2,059,006,000 lire, respectively. Shipments from the Argentine exceeded those from Great Britain and British India, the figures from those three areas being, respectively, 1,904,184,000, 1,777,194,000, and 1,227,034,000 lire. Italian purchases in Canada, Switzerland, and Yugoslavia were 969,576,000; 544,113,000 and 538,892,000 lire, respectively. Italian imports from the nine countries listed above amounted to 15,240,350,000 lire, or 69 per cent of the total imports into the country. Imports from the United States amounted to 18.2 per cent of the total imports, as against 19.4 per cent in 1927. Shipments of food-stuffs and raw materials comprise a large proportion of the trade, accounting for 3,504,075,000 lire. The principal items in those shipments are raw cotton, wheat, copper, petroleum products, lumber, lard, raw tobacco, hides and skins, coal and scrap iron and steel.

Principal Commodities Exported to Italy from U. S.  
(1910-1928)

	Value In Thousands of Dollars			
	1910-1914	1926	1927	1928
TOTAL EXPORTS .....	65,966	157,402	131,651	162,135
Bacon .....	837	106	331	1,561
Lard .....	492	905	1,628	3,401
Wheat, grain .....	2,411	12,293	16,275	9,061
Automobile tires (casings) .....		84	520	1,018
Tobacco, leaf .....	5,147	1,383	648	388
Cotton, unmanufactured .....	31,293	76,529	60,550	78,836
Coal, bituminous .....	1,014	8,108	1,724	975
Gasoline and naphtha .....	658	6,127	4,239	6,326
Illuminating oil .....	1,373	1,845	707	508
Gas and fuel oil .....	310	472	337	635
Lubricating oil .....	1,019	4,686	4,136	5,143
Paraffin wax .....	696	2,872	2,073	2,140
Copper (ingots, bars) .....	7,373	11,700	11,760	17,606
Automobiles (passenger) .....	281	1,476	719	2,054

## LATIN AMERICA

It will be noted from the accompanying table that the largest relative increase occurred in exports to South America, in consequence of larger exports to every South American country except the Guianas. Sales to Argentina increased by 23 per cent during 1928-29 to a total of \$207,000,000. Argentina ranks second only to Canada among the foreign markets for American automotive products; and automobiles, tractors, and gasoline were the principal commodities which were exported to that country in larger quantities in 1928 than the year before. These same commodities accounted for most of the increase in our exports to Brazil and Chile. The expansion of trade with Colombia, on the other hand, was widely distributed including such diverse commodities as lard, flour, shoes, rubber tires, cotton textiles, steel rails and automobiles. Exports to Venezuela were more than two-thirds greater, in consequence of a larger demand for casing and oil-line pipe, passenger automobiles and miscellaneous manufactures.

The increase of United States exports to Southern North America was not so great as that to South America. This was entirely the result of a decline in our trade with Cuba. Conditions in that country continued somewhat depressed as a result of the low price of sugar; and Cuban purchases of flour, lard, lumber, cotton, textiles and many miscellaneous kinds of merchandise from the United States declined. Exports to Mexico increased for the first time since 1925 largely as a result of greater sales of automobiles.

## Change in Percentages of Import Trade of United Kingdom, France, Germany and United States into South America

	1911-13	1924	1925	1927
United Kingdom .....	28.3	22.5	21.3	19.7
France .....	8.7	6.1	5.9	6.1
Germany .....	18.2	12.0	11.7	11.3
United States .....	14.4	25.8	27.8	30.8
Others .....	28.8	33.6	33.3	32.9
	100.0	100.0	100.0	100.0
United States .....	14.4	25.8	27.8	30.8
France, Germany and United Kingdom combined .....	55.2	40.6	38.9	37.1

## United States Trade With Latin America

NOTE: These figures are for fiscal years, and will not be identical to those found in tables for calendar years. The most recent data available is for the fiscal year ending July, 1929.

## Exports

(Values in millions of dollars)

	1921-1922	1926-1927	1927-1928	1928-1929
Southern North America .....	345	417	395	420
Mexico .....	138	122	109	119
Central America .....	44	74	80	87
Cuba .....	115	158	138	133
Other West Indies & Cuba .....	49	63	68	81
South America .....	191	452	436	551
Argentina .....	80	150	168	207
Brazil .....	38	101	87	115
Chile .....	17	42	38	51
Colombia .....	16	50	52	60
Peru .....	12	28	23	26
Uruguay .....	10	25	25	29
Venezuela .....	8	44	28	48
Other countries .....	10	14	14	16

## Imports

Southern North America .....	391	518	479	477
Mexico .....	123	154	128	123
Central America .....	31	37	45	45
Cuba .....	211	267	225	214
Other West Indies & Cuba .....	26	60	80	96
South America .....	289	531	560	612
Argentina .....	61	83	107	106
Brazil .....	100	214	219	219
Chile .....	39	64	69	96
Colombia .....	41	108	93	92
Peru .....	14	19	19	26
Uruguay .....	12	11	10	17
Venezuela .....	12	24	35	48
Other Countries .....	9	9	8	8

## Per Capita Purchasing Power in Latin America

An approximation of comparative purchasing power may be made by taking a sufficient number of representative commodities and analyzing the consumption of these articles in the various markets. In an attempt to arrive at comparable results, 16 representative commodity lines have been selected, embracing agricultural implements, automobiles, patent medicines, electric-light bulbs, wheat flour, hardware, lumber, industrial machinery, cement, newsprint paper, automobile tires, shoes, typewriters, books, cotton piece goods, and rails. The importation in each country has been added to the local production, if any, and allowance has been made in each case for exports, discrepancies in valuations, etc., with the result that the following tentative indices of per capita purchasing power in certain of the Latin-American countries have been arrived at, taking the United States as a basis at \$100 per capita.

Country	Population	Purchasing Power
Argentina .....	10,647,000	\$31.85
Cuba .....	3,568,000	16.85
Chile .....	4,025,000	15.74
Uruguay .....	1,720,000	14.82
Mexico .....	15,000,000	11.03
Dominican Republic .....	1,022,000	10.49
Panama .....	500,000	9.65
Venezuela .....	3,089,000	9.41
Brazil .....	40,543,000	7.74
Peru .....	5,500,000	6.13
Colombia .....	7,283,000	4.83
Guatemala .....	2,454,000	4.38
Haiti .....	2,550,000	4.37

## Per Capita Imports in Latin America with Amounts from United States

Inasmuch as the average exporter in this country is interested not so much in the total consumption in a given foreign market as in that market's consumption of imported goods, the import

## LATIN AMERICA—(Continued)

statistics of the various markets furnish one of the most reliable guides to specific purchasing power. It must be borne in mind, however, that large imports are not always indicative of a high state of material advancement, but may, indeed, signify merely that a particular region is unable to provide even its most elementary needs. Then, again, high per capita imports may merely show heavy importations for special enterprises, such as oil machinery in Netherland West Indies, or sugar machinery in the Dominican Republic, which bring the importations of these countries up to a figure not truly indicative of their normal purchasing power. The following figures, based on Latin-American official statistical sources, show the per capita imports by countries during the calendar year 1927:

	Per capita imports	
	Total	From United States
Mexico .....	\$11.28	\$7.24
Central America:		
British Honduras .....	104.29	48.88
Costa Rica .....	34.60	17.30
Guatemala .....	10.20	4.46
Honduras .....	15.19	12.08
Nicaragua .....	15.84	12.38
Panama .....	29.00	22.63
Salvador .....	9.01	4.53
West Indies:		
British West Indies .....	40.94	6.14
Cuba .....	72.00	45.00
Dominican Republic .....	27.15	17.37
French West Indies .....	22.00	7.10
Haiti .....	6.86	5.24
Netherland West Indies .....	100.45	49.91
Porto Rico .....	76.30	68.35
Virgin Islands .....	58.00	48.40
South America:		
Argentina .....	80.10	20.66
Bolivia .....	8.73	2.54
Brazil .....	9.73	2.81
Chile .....	32.51	9.90
Colombia .....	16.34	7.09
Ecuador .....	4.96	2.38
Guianas—		
British .....	39.00	4.48
French .....	49.00	3.11
Surinam .....	31.80	12.40
Paraguay .....	14.26	3.07
Peru .....	12.97	5.18
Uruguay .....	49.50	14.95
Venezuela .....	22.95	12.73

## THE ORIENT AND OCEANIA

Larger purchases by Japan and China in 1928 and 1929 were the chief cause of the great expansion in our exports to the Orient. Exports to Japan were 15 per cent larger during the fiscal year 1928-29 than in the preceding year 1927-28. The change in value of American export trade with Japan during these two years was from 253 millions of dollars to 292 millions. This increase was due mainly to larger purchases by Japan of cotton. Still greater increase of United States exports was noted in the trade with China. In 1927-28, United States exported to China, including Hong-Kong and Kwantung, products valued at 122 millions; during the fiscal year 1928-29, this figure changed to \$171,800,000—an increase of two-fifths. Leaf tobacco, cigarettes, wheat flour and cotton were exported to China in substantially greater amounts, and there were moderate increases in the values of kerosene and passenger automobile exports.

Similar gains in United States export trade with Netherland East Indies and the Philippine Islands were made. From 33 millions in 1927-28, the value of United States exports to Netherland East Indies increased to 43 millions in 1928-29. In United States export trade to the Philippines, the increase during this period was from 75 millions to 87 millions.

Increases in merchandise exports from United States to countries in Oceania likewise marked this period between July, 1928, and July, 1929. The value of total merchandise exports to Oceania increased from 174 millions of dollars to 193 mil-

lions. An increase of 9 per cent in our exports to Australia brought the 1928-1929 value to 151 millions. This increase was due mainly to considerably larger values for exports of gasoline and lubricating oils, tractors and automobiles.

It must be remembered that the increase noted in the above figures occurred during the last fiscal year, from July, 1928, to July, 1929. The export table for calendar years, the latest such report being 1928, indicates a decrease in United States exports to Oceania in that year. In the export merchandise table for fiscal years, published in the August 26th issue of Commerce Reports, the increase of the United States exports to Oceania during the last fiscal year is explained by larger shipments to Australia. The figure for the total of United States merchandise exports to Australia, even though larger than in 1927-1928, is still somewhat smaller than in 1926-27. To New Zealand, our exports have taken a similar trend. The total value of our merchandise exports to this country for the year ending July 1929, was 39 millions, as compared with 32 millions during the preceding year. This increase was due to greater shipments of automobiles and tobacco.

## American Exports to Japan

	Value In Thousands of Dollars			
	1914-1921	1926	1927	1928
TOTAL EXPORTS .....	45,290	260,754	257,570	288,054
Wheat, grain .....	1,994	11,040	5,339	7,023
Tobacco, leaf .....	440	2,379	4,290	5,531
Cotton, manufactured .....	18,548	107,860	122,922	129,272
Boards, etc. Douglas fir .....	197	3,760	3,550	3,530
Boards, etc. Hemlock .....		3,146	3,323	3,979
Gasoline and naphtha .....	68	3,802	2,789	4,780
Illuminating oil .....	4,659	13,690	8,013	8,091
Gas and fuel oil .....		2,214	4,032	4,256
Lubricating oil .....	553	2,413	2,920	2,987
Iron or steel sheets galvanized .....	3932	477	312	369
Steel sheets, black .....		6,983	4,891	4,383
Tin and terne plates .....	2,100	5,629	6,538	6,092
Copper, (ingots, bars) .....		5,279	3,198	4,662
Electrical machinery and apparatus .....	2,4152	10,744	6,537	4,623
Automobiles, passenger .....	3652	1,600	2,316	5,997
Automobile parts .....	28	2,648	5,905	9,511
Sulphate of ammonia .....		3,590	1,467	1,064

## American Exports to China

	Value In Thousands of Dollars			
	1910-1914	1926	1927	1928
TOTAL EXPORTS .....	31,391	129,490	109,034	165,182
Milk, condens. and evapor. ....	80	1,652	1,446	1,990
Wheat, grain .....	15	1,091	390	188
Wheat flour .....	5,589	6,857	8,705	10,568
Tobacco, leaf .....	1,192	20,668	9,431	29,655
Cigarettes .....	992	12,114	7,733	14,318
Cotton, unmanufactured .....	810	13,320	19,077	17,713
Boards, etc. Douglas fir .....	1,0682	2,679	1,537	2,404
Gasoline, naphtha, etc. ....	34	1,804	2,279	1,972
Illuminating oil (kerosene) .....	7,202	17,969	14,952	28,361
Lubricating oil .....	290	1,655	1,861	2,779
Copper, (ingots, bars) .....	4613	1,278	864	958
Tin plate, terne plate, etc. ....	441	2,812	2,463	3,301
Automobiles, passenger .....	972	1,510	910	1,688
Colors, dyes, stains (coal tar) .....		1,913	2,041	2,593

## American Exports to Australia

	Value In Thousands of Dollars			
	1910-1914	1926	1927	1928
TOTAL EXPORTS .....	38,722	168,695	159,124	141,295
Canned salmon .....	685	1,300	710	634
Automobile tires (casings) .....		1,185	1,368	343
Tobacco, leaf .....	2,180	8,895	7,278	7,555
Timber, sawed, Douglas fir .....		2,391	3,386	2,461
Boards, etc. ....				
Douglas fir .....	2,291	2,039	2,134	1,079
Redwood .....	1,213	1,911	2,605	1,599
Gasoline and naphtha .....	967	16,929	14,625	14,203
Illuminating oil .....	2,447	4,039	4,070	5,601
Lubricating oil .....	613	5,019	5,244	5,029
Electrical machinery & apparatus ..	1,115	7,606	6,850	5,479
Typewriters .....	381	808	753	656
Wheel tractors .....		2,840	2,539	3,638
Automobiles, passenger .....	1,897	33,986	26,686	23,569
Automobiles, trucks .....	23	10,343	14,361	8,359
Automobile parts .....	109	3,116	3,827	3,970
Motor cycles and others .....	5	1,158	638	551
Railway cars and parts .....	88	724	143	253
Pianos, players and others .....	78	3,019	2,542	847



## PRINCIPAL FOREIGN NEWSPAPERS

## EUROPE

Publication	Language	Rate	Class	Publication	Language	Rate	Class
<b>AUSTRIA</b>				<b>SWITZERLAND—Cont.</b>			
<b>Wein</b>		sh.		<b>Geneve</b>			
Illustr. Kronen.....	German	mm—.40	All classes	Journal de Geneve.....	French	li—.60	Better class.
Das Kleins Blatt.....	German	mm—.35	General	La Tribune de Geneve..	French	li 1.—	All classes.
Kleine Volks Zeitung...	German	mm—.45	Skilled workmen				
Neue Freie Presse.....	German	mm—.56	All classes	<b>Lausanne</b>			
Neues Wiener Journal...	German	mm—.50	Best classes.	Feuille d'Avis de			
Neues Wiener Tagblatt...	German	mm—.40	Better class.	Lausanne.....	French	li—.50	Better class.
<b>Linx</b>				Gazette de Lausanne...	French	li—.50	All classes.
Tagespost.....	German	mm—.16	General.	Tribune de Lausanne...	French	li—.50	All classes.
<b>Klagenfurt</b>				<b>Zuerich</b>			
Alpenlandische				Neue Zurcher Zeitung...	German	li—.60	All classes.
Rundschan.....	German	mm—.15	All classes.	Tagblatt der Stadt			
Freie Stimmen.....	German	mm—.12	All classes.	Zurich.....	German	li—.40	General.
<b>Salzburg</b>				Tagesanzeiger fur Hadt			
Salsburger Volksblatt...	German	mm—.15	Middle class.	und Kanton Zurich...	German	li—.42	Households.
<b>Graz</b>							
Kleine Zeitung.....	German	mm—.20	All classes.				
<b>Innsbruck</b>							
Innsbrucker Nachrichten	German	mm—.20	All classes.				
<b>POLAND</b>				<b>SPAIN</b>			
<b>Katowice</b>		Zolty		<b>Barcelona</b>		Pcset	
Gazeta Robotnicza.....	Polish	mm—.15	General.	La Vanguardia.....	Spanish	li—.55	All classes.
Glos Pracy.....	Polish	mm—.20	General.	La Razon.....	Spanish	li—.75	General.
Kattowitzer Zeitung....	German	mm—.25	German	Gaceta de Cataluna....	Spanish	li—.50	General.
Polonia.....	Polish	mm—.25	Leading Polish Paper.	Diario de Barcelona...	Spanish	li—.25	Best class.
<b>Krakow</b>				La Publicitat.....	Spanish	li—.40	All classes.
Czas.....	Polish	mm—.20	General.				
Glos Narodu.....	Polish	mm—.20	General.	<b>Madrid</b>			
Ilustrowany Kurjor				A B C.....	Spanish	mm—.60	Best class.
Codzenny.....	Polish	mm—.40	All classes.	El Debate.....	Spanish	li—.60	Best class.
Nowy Dziennik.....	Polish	mm—.25	General.	La Epoca.....	Spanish	li—.75	Better class.
<b>Lublin</b>				El Liberal.....	Spanish	li 1.—	General.
Express Lubelski.....	Polish	mm—.25	General.	La Libertad.....	Spanish	li—.75	General.
Glos Lubelski.....	Polish	mm—.15	General.	El Sol.....	Spanish	li—1.50	Better class.
<b>Lwow</b>				La Voz.....	Spanish	li 2.—	General.
Dziennik Ludowy.....	Polish	mm—.15	General.	La Patria.....	Spanish	li 1.—	All classes.
Gazeta Codzienna.....	Polish	mm—.16	General.				
Glos Palski.....	Polish	mm—.12	General.				
Kurjer Poranny.....	Polish	mm—.25	General.				
Nowy Czas.....	Polish	mm—.30	General.				
Ilowo Palskie.....	Polish	mm—.30	General.				
<b>Lodz</b>							
Glos Palski.....	Polish	mm—.20	All classes.				
Neue Lodzer Zeitung...	German	mm—.20	German.				
<b>Poznan</b>							
Dziennik Poznanski...	Polish	mm—.20	General.				
Kurjer Poznanski.....	Polish	mm—.25	General.				
Posener Tageblatt.....	German	mm—.25	German.				
<b>Warszawa</b>							
Express Poranny.....	Polish	mm—.50	General.				
Kurjer Poranny.....	Polish	mm—.27	General.				
Kurjer Warszawski.....	Polish	mm—.35	Intelligence.				
Nasz Przegląd.....	Polish	mm—.55	Jewish				
Rzeczpospolita.....	Polish	mm—.30	Intelligence				
			General.				
<b>RUMANIA</b>							
<b>Bucuresti</b>		Lei					
Adeverul.....	Rumanian	li 20.—	All classes.				
Argus.....	Rumanian	li 12.—	Commercial.				
Dimincata.....	Rumanian	li 20.—	All classes.				
Universul.....	Rumanian	li 20.—	All classes.				
Vutorul.....	Rumanian	li 12.—	Middle class.				
<b>SWITZERLAND</b>							
<b>Basel</b>		sfr.					
Basler Nachrichten.....	German	mm—.40	All classes.				
National Zeitung.....	German	mm—.40	All classes.				
<b>Bern</b>							
Der Bund.....	German	li—.50	All classes.				

Courtesy of Rudolph Mosse, Inc.



## PRINCIPAL FOREIGN NEWSPAPERS

## THE ORIENT AND OCEANIA

Publication	Language	Rate	Class	Publication	Language	Rate	Class
<b>BRITISH INDIA</b>				<b>CHINA—(Cont)</b>			
<b>Allahabad</b>				<b>Shanghai</b>			
The Pioneer.....	English	inch sh. 8.—	Well to do.	The China Press.....	English	in. \$.30	All classes Chi- nese and Euro- peans.
The Leader.....	English	inch Rp 1/4	English speaking Indians.				
<b>Bombay</b>				<b>North China Daily News</b>	English	in. \$.40	Better classes.
The Bombay Chronicle.	English	inch sh 3/6	Educated Indians	The Shanghai Times....	English	inch	All classes.
The Bombay Samachar.	English	inch Rp—/12	Commercial.	The Shum Pao.....	Chinese	sq. inch	Better classes.
The Indian Daily Mail..	English	inch Rp 1/4	Indians and Europeans.	Sin Wan Pao.....	Chinese	sq. inch \$.40	Engineers.
			Parsees.	The Far Eastern Review.	English	p. p. mex. \$175.—	
The Jam-E-Jamshed....	English	inch Rp—/12	Educated Indians				
The San Vartaman.....	English	inch Rp—/12					
The Times of India (Weekly).....	English	inch Sh 12/—	Best class.				
The Times of India (Daily).....	English	inch Sh 7/6	Best class.				
<b>Calcutta</b>				<b>STRAITS SETTLEMENTS</b>			
Amrita Bazar Paprika..	English	inch Rp —/12	English speaking Indian.	<b>Singapore</b>			
Basumati.....	Bangalee	inch Rp 1/—/4	Better classes.	The Malaya Tribune...	English	p. i. \$.55	Tradesman.
Bengalee.....	English	inch Rp —/12	English speaking Indian.	Singapore Free Press....	English	p. i. \$.30	Best classes.
The Englishman.....	English	Sh 6/9	Europeans.	Straits Times.....	English	p. i. \$.75	Best classes.
Forward.....	English	Rp 1/12	English speaking Indians.	Motors in Malaya.....	English	p. p. \$.00	Autom. paper.
The Statesman.....	English	Rp 6/8	English speaking Indians.				
Commerce (Weekly)....	English	Sh 6.—	Commercial.				
The Indian & Eastern Engineer.....	English	page £ 9.—/—	Technical Trade Paper.				
Indian & Eastern Motors	English	page £ 7/5/—	Auto Trade Paper.				
<b>Delhi</b>				<b>DUTCH EAST INDIES</b>			
The Hindustan Times...	English	inch Rp —/14	Better class.	<b>Batavia</b>			
<b>Lahore</b>				Het Nieuws van den Dag	Dutch	p. i. \$.50	All classes.
Civil & Military Gazette	English	inch Rp 3/12	Better class.	Java Bode.....	Dutch	p. i. \$.50	General.
Muslim Outlook.....	English	inch Rp 5.—	Indians.	Sin Po { Chin. Edit. ... }		p. p. Hfl 190	Better classes.
Tribune.....	English	per line 6 annas	All classes.				
<b>Karachi</b>				<b>Java (Sourabaja)</b>			
Daily Gazette.....	English	inch sh 1/6	All classes.	De Indische Dourant...	Dutch	p. li. Hfl .155	Europeans.
<b>Madras</b>				Nieuwe Sourabaja	Dutch	p. li. Hfl .115	Europeans.
Andhra Patrika.....	Telugu	per in. Rp —/8	Indians.	Courant.....	Malay	p. p. Hfl. 200.	Chinese.
The Hindu.....	English	per in. Rp 3/—	All classes.	Iwarta Soerabaja.....	Dutch	p. li. Hfl. .75	European.
Madras Mail.....	English	per in. sh. 4/6	Business Indians.	Soerabaiasch Handelsblad.....			
Swadesanutrana.....	Tamil	per in. Rp —/7		<b>Weltevreden</b>			
<b>Burma</b>				Bataviaasch Nieuwsblad	Dutch	p. le. Hfl. 115	European.
Rangoon Gazette.....	English	per in. sh 2/6	All classes.				
The Rangoon Times....	English	per in. sh 3/—	Best classes.				
The Sun Daily.....	English	per in. Rp 2/—	All classes.				
<b>CEYLON</b>				<b>AUSTRALIA</b>			
<b>Colombo</b>				<b>Adelaide</b>			
The Ceylon Observer...	English	per in. sh 4/—	Middle class.	The Advertiser.....	English	per in. sh. 7/6	All classes.
The Dinamina.....	Singhalese	per in. sh 3/6	All Classes Singhalese.	The Chronicle.....	English	per in. sh. 7/—	Farmers.
Times of Ceylon.....	English	per in. sh 15/	Better classes.	The Mail.....	English	per in. sh 8/—	All classes.
<b>JAPAN</b>				The News.....	English	per in. sh 7/—	All classes.
<b>Osaka</b>				The Observer.....	English	per in. sh 8/—	Farmers.
Osahi Shimbun.....	Japanese	per in. Yen 16.50	All classes.	<b>Brisbane</b>			
The Osaka Mainichi...	Japanese	per in. Yen 21.50	All classes.	The Brisbane Courier...	English	per in. sh. 8/6	All classes.
<b>Tokyo</b>				Brisbane Mail.....	English	per in. sh. 9/—	General.
Hochi Shimbun.....	Japanese	per in. Yen 11.50	All classes.	<b>Melbourne</b>			
Japan Advertiser.....	English	per in. Yen 3.25	Foreign residents.	The Age.....	English	per in. sh 18/	Middle class.
Jiji Shimpo.....	Japanese	per in. Yen 11.50	Best class.	The Argus.....	English	per in. sh 18/—	Better classes.
Tokyo Asahi Shimbun..	Japanese	per in. Yen 11.50	Better class.	The Australasian.....	English	per in. sh 7/—	Better classes.
Tokyo Nichi Nichi Shimbun.....	Japanese	per in. Yen 14.—	General.	Herald.....	English	per in. sh 18/6	All classes.
				Sun Pictorial.....	English	per in. sh 18/6	All classes.
<b>CHINA</b>				<b>Sydney</b>			
<b>Hongkong</b>				Daily Guardian.....	English	per in. sh 17/6	General.
The China Mail.....	English	per in. sh 1/6	All classes Europeans.	Sun & Sunday Sun....	English	per in. £ 1/2/—	All classes.
Hongkong Telegraph...	English	per in. \$.35	All Classes Europeans.	Daily Telegraph.....	English	per in. sh 13/6	Middle class.
South China Morning Post.....	English	per in. \$.25	All classes Europeans.	Evening News.....	English	per in. sh 14/—	General.
Tai Kwong Yat Po.....	Chinese	sa. in. \$.80	General.	Smith's Weekly.....	English	per inch	General.
Wah Kiu Yat Po.....	Chinese	in. \$.15	Better class.	Sunday Times.....	English	per in. sh 5/6	General.
Wah Tze Yat Po.....	Chinese	in. \$.50	Better class.	Sydney Morning Herald	English	per in. sh 12/—	Commercial.
				Truth.....	English	per in sh 17/6	Chiefly women.
				Women's Budget.....	English	per in. sh 16/—	Women.
				<b>NEW ZEALAND</b>			
				<b>Auckland</b>			
				The Auckland Star....	English	per in. sh 6/—	General.
				The New Zealand Herald	English	per in. sh 6/—	General.
				The Sun.....	English	per in. sh 3/6	General.
				Women's Mirror.....	English	per page £ 27.—	Women.
				<b>Christchurch</b>			
				Lyttelton Times.....	English	per in. sh 3/6	General.
				Press.....	English	per in. sh 3/6	General.
				Sun.....	English	per in. sh 3/—	General.
				<b>Dunedin</b>			
				Evening Star.....	English	per insh sh.	General.
				Otago Daily Times....	English	per in. sh 3/6	General.
				<b>Wellington</b>			
				New Zealand Free Lance	English	per in. sh 4/6	General.
				New Zealand Truth....	English	per in. sh 8/—	General.

## DIGEST OF TRADE MARK LAWS OF THE WORLD

Country	Term of Registration	Home Registration Essential	Marking Requirements (Optional unless otherwise indicated)
Argentina (a).....	10 years	No	"Marca Registrada"
Australia (b).....	14 years	No	"Registered Trade Mark"
Austria (b).....	10 years	Yes	"Schutzmarke"
Bahama Islands (b).....	14 years	No	"Registered Trade Mark"
Belgium (b).....	Unlimited	Yes	"Marque Déposée"
Bermuda (b).....	14 years	No	"Registered Trade Mark"
Bolivia (a).....	10 years	No	"Marca Registrada"
Brazil (a).....	15 years	Yes	"Marca Registrada"
British Guiana (b).....	14 years	No	"Registered Trade Mark"
Bulgaria (a).....	10 years	Yes	"Marque Enregistree" or "M. E."
Canada (b).....	25 years	No	"Registered Trade Mark"
Ceylon (b).....	14 years	No	"Registered Trade Mark"
Chile (b).....	10 years	No	"Marca Registrada" or "M. R."—Compulsory.
China (b).....	20 years	No	"Registered Trade Mark" (in Chinese Characters)
Colombia (a).....	10 years	No	"Marca Registrada"
Costa Rica (a).....	15 years	No	"Marca Registrada"
Cuba (a).....	15 years	Yes	"Marca Registrada"
Czechoslovakia (b).....	10 years	Yes	"Ges. Gesch"
Danzig (a).....	10 years	Yes	"Eingetragene Schutzmarke"
Denmark (a).....	10 years	Yes	"Indregistreret Varemaerke"
Dominican Republic (a).....	10-20 years	Yes	"Marca Registrada" or "M. R."
Dutch East Indies (b).....	20 years	No	"Wettig Gedeponoord"
East Africa Prot. (b).....	14 years	No	"Registered Trade Mark"
Ecuador (b).....	20 years	No	"Marca Registrada"
Egypt (b).....	Unlimited	No	None
Estonia (b).....	1-10 years	Yes	"Registered Trade Mark" (in Estonian language)
Finland (a).....	10 years	Yes	"Varumärke"
France (b).....	15 years	Yes	"Marque Déposée"
Gambia (b).....	14 years	No	"Registered Trade Mark"
Germany (a).....	10 years	Yes	"Eingetragene Schutzmarke"
Gold Coast Colony (b).....	14 years	No	"Registered Trade Mark"
Great Britain (b).....	14 years	No	"Registered Trade Mark"
Greece (a).....	10 years	Yes	"Registered Trade Mark" (in Greek language)
Guatemala (a).....	10 years	Yes	"Marca industrial registrada bajo No." "Marca comercial registrada bajo No" together with name and address of the registrant—compulsory.
Haiti (a).....	20 years	No	"Marque Déposée"
Holland (b).....	20 years	No	"Wettig Gedeponoord"
Honduras (a).....	10 years	Yes	"Marca Registrada"
Hong Kong (b).....	14 years	No	"Registered Trade Mark"
Hungary (b).....	10 years	Yes	"Védejegy"
India, British (b).....	Unlimited	No	"Registered Trade Mark"
Irish Free State (b).....	14 years	No	"Registered Trade Mark"
Italy (b).....	Unlimited	Yes	"Marca Depositata"
Jamaica (b).....	14 years	No	"Registered Trade Mark"
Japan (b).....	20 years	No	Japanese ideographs for "Registered Trade Mark"
Jugoslavia (b).....	10 years	No	"Registered Trade Mark" (in Servian language)
Latvia (b).....	1-10 years	Yes	"Registered Trade Mark" (in Latvian language)
Lithuania (b).....	1-10 years	Yes	"Registered Trade Mark" (in Lithuanian language)
Luxembourg (b).....	10 years	No	"Marque Déposée"
Mauritius (b).....	Unlimited	No	"Registered Trade Mark"
Mexico (a).....	20 years	No	"Marca Registrada" and location of factory
Morocco French (b).....	20 years	No	"Marque Déposée"
Newfoundland (b).....	Unlimited	No	"Registered Trade Mark"
New Zealand (b).....	14 years	No	"Registered Trade Mark"
Nicaragua (a).....	10 years	No	"Marca Registrada"
Nigeria (b).....	14 years	No	"Registered Trade Mark"
Norway (a).....	10 years	Yes	"Registrert Varemarke"
Palestine (b).....	20 years	No	"Registered Trade Mark"
Panama (b).....	10 years	Yes	"Marca Registrada"
Paraguay (a).....	10 years	Yes	"Marca Registrada"
Persia (a).....	10 years	Yes	"Registered Trade Mark"
Peru (a).....	10 years	No	"Marca Registrada"
Philippine Islands (b).....	30 years	No	"Registered Trade Mark"
Poland (a).....	10 years	Yes	"Registered Trade Mark" (in Polish language)
Porto Rico (b).....	20 years	No	"Registered Trade Mark"
Portugal (a).....	10 years	Yes	"Marca Registrada" or "M. R."
Portuguese Colonies (c).....	Life of Portuguese Registration	Yes	"Marca Registrada" or "M. R."
Rhodesia, South (b).....	14 years	No	"Registered Trade Mark"
Roumania (b).....	15 years	No	"Registered Trade Mark" (in Roumanian language)
Salvador (a).....	20 years	No	"Marca Registrada"
Spain (b).....	20 years	Yes	"Marca Registrada"
Sweden (a).....	10 years	Yes	"Varumärke" or "Registrerad Varumärke"
Switzerland (b).....	20 years	Yes	"Schutzmarke" or "Marque Déposée"
Syria and Lebanon (a).....	15 years	No	"Marque Déposée"
Tanganyika Territory (b).....	14 years	No	"Registered Trade Mark"
Trinidad and Tobago (b).....	14 years	No	"Registered Trade Mark"
Tunis (b).....	15 years	No	"Marque Déposée"
Turkey (b).....	15 years	No	"Marque Déposée" or "Registered Trade Mark" (in Turkish language)
Union of South Africa (b).....	14 years	No	"Registered Trade Mark"
Uruguay (a).....	10 years	Yes	"Marca Registrada"
Venezuela (a).....	10 years	Yes	"Marca Registrada"

\*Courtesy, Author of "International Trade Mark Law and Practice."

(a)—First applicant entitled to registration.

(b)—First user entitled to registration.

(c)—Owner of Portuguese Registration.



Classified  
by Topics,  
Lines of  
Business  
and  
Geographical  
Divisions

## INDEX TO CONTENTS

### How to Use the Index

There is such a wealth of information about individual industries, commodities, lines of business, etc., in this book, that an all-inclusive index, if refined to the last degree, would consume as many pages as the book itself. Hence, careful research has been expended to list here the topics which will be most frequently referred to. The reader interested in one or more lines of business, if specific reference thereto is not found in the index, is referred to the data on distribution, sales volume and number of outlets beginning on Page 75. This will be found to be classified by 50 lines of business and 100 commodities. Data on specific volume of advertising in every medium, classified by 64 industries will be found beginning on Page 107. Much may also be gleaned from the Foreign Markets section, beginning on Page 337.

See Also  
"Table of  
Contents"  
Page 13  
and "What This  
Book Contains"  
Page 14

	PAGE
<b>A</b>	
Addressing Machines—Manufacturers .....	300
Advertising—American in Great Britain.....	371
—Appropriations .....	Begin
—Equipment, Lists of Mfrs. of .....	300
—Canadian Agencies .....	Begin
—Direct Mail .....	295
—German Problems .....	375
—Materials used in .....	Begin
—Production (Sources of Supply) .....	Begin
—Purchase of materials used in .....	Begin
Advertising Agencies (American).....	Begin
—Account Executives .....	Begin
—Accounts (largest of each) .....	Begin
—Accounts (number of each) .....	Begin
—Accounts (Oldest of Each) .....	Begin
—Branches—Offices .....	Begin
—Lines of business specialized in .....	Begin
—Memberships held by each .....	Begin
—Personnel .....	Begin
—Principles governing selection of .....	Begin
—Recognitions .....	Begin
—Space Buyers .....	Begin
—Canadian .....	Begin
—Great Britain .....	Begin
—German .....	Begin
Advertising Media—Canada .....	354, 355, 356
—Europe .....	406
—Oceania .....	407
—Oriental .....	407
—United States .....	Begin
Advertising Rates—Canada .....	354, 355, 356
—United States .....	Begin
Advertising Volume—Magazine—by individual media and industries (1927-1928) .....	134
—Newspaper Lineage by 2,364 National Advertisers (1928) .....	Begin
—Newspaper Lineage Totals by Papers in 100,000 Cities (1927-1928) .....	128-130
—Radio by Industries (1927-1928) .....	136
—Radio by leading companies .....	138
—Rotogravure lineage by leading companies .....	126
Africa—U. S. Exports and Imports (1928) .....	341
Agencies (Advertising) List of—	
—British .....	Begin
—Canadian .....	Begin
—German .....	Begin
—United States .....	Begin
Agricultural Publications Advertising—	
—Dollar Volume of Companies, Industries and Media .....	136
Agricultural Publications—U. S. List of .....	278
—Canada, List of .....	355
Agricultural—	
—Volume of (1928) .....	136
—Equipment—Peak Seasons .....	92-93
—Implements—No. of manufacturers .....	88
—Products—Distribution (1922-1928) .....	18
—Production (1928) .....	Begin
Airplane Routes—	
—Between principal airports of the U. S. ...	104
Air Transports, principal systems of U. S. ...	104
Amusement Advertising—Farm paper (1928) ...	136
—Magazine—by industries (1927-1928) .....	134
—Radio broadcast (1927-1928) .....	136
Apartments—Construction Costs (1925-1928) ..	72
Appliances (Electrical)—See Electrical Appliances	
Appropriations, Advertising—How the advertis- ing dollar is spent .....	Begin
—Direct Mail .....	293
Architects—Number by states .....	86
—Volume of Construction, Done by .....	72
Argentina—Motor Vehicle Census (1929) .....	344
Art Stores—Number by states .....	86
Artists—Commercial .....	314
Asia—Patent Laws .....	372
—Trade-Mark Laws .....	408
—U. S. Exports and Imports (1928) .....	341
Alta—Census of Distribution .....	78
Australia—Exports from U. S. (1910-1928) ..	405
—Exports and Imports, U. S. (1928) .....	341
—Motor Vehicle Census for 1929 .....	344
Austria—Motor Vehicle Census for 1929 .....	344
Automatic Typewriters—List of manufacturers..	300

	PAGE
Automobiles—Annual retail and wholesale sales with number of outlets .....	78-85
—Comparison and number of chain and independent stores .....	83, 84, 85
—Exports from U. S. in 1928 .....	340, 341
—Mileage between principal cities of U. S. ...	105
—Operating costs per mile .....	104
—Outlets—No. of—by states .....	86, 88
—National Retail Sales—Percentage of total ..	79
—Production (1922-1928) .....	18
—Registrations, U. S., by counties (1928) .....	Begin
—Registrations U. S. (1914-1928) .....	71
—Sales, Sales Management's Index to, by Price Class, Geographical Divisions and peak seasons .....	71
—World Census of Motor Vehicles (1920) ..	344
Automobile Advertising—Farm paper in 1928 ..	136
—Magazine—by leading companies (1927-28) ...	131
—Magazine—by industries (1927-1928) .....	134
—Newspaper Lineage (1928) .....	117
—Radio (1927-1928) .....	136
—Rotogravure Lineage .....	126
Automobile Accessories—	
—Annual retail and wholesale sales with total number of outlets .....	78-85
—Comparison and number of chain and independent stores .....	83, 84, 85
—Peak Seasons .....	92-93
—Retail outlets .....	80
Automobile Accessory Advertising—	
—Magazine—by leaders (1927-1928) .....	131
Aviation—Statistical Summary .....	71
—Principal Air Routes in U. S. .....	104
<b>B</b>	
Bakeries—	
—Advertising—Newspaper lineage .....	118
—Advertising—Rotogravure Lineage .....	126
—Annual retail and wholesale volume with number of outlets .....	78-85
—Comparison and No. Chain and Inde- pendent Stores .....	83, 84, 85
—Retailers—No. by states .....	86
—Wholesalers—No. of—by states .....	88
Baltimore—Census of Distribution .....	Begin
Barometrical Indices—of Production, Distribu- tion, price .....	17
Batteries—Newspaper Lineage (1928) .....	123
—Total Retail Radio Sales (1922-1928) .....	91
Belgium—	
—Motor Vehicle Census, (1929) .....	344
—Trade in Goods with U. S. (1928) .....	340
Beverages—Advertising Farm paper, 1928 .....	136
—Magazine—by industries (1927-1928) .....	134
—Newspaper Lineage (1928) .....	118
—Advertising—Radio (1927-1928) .....	136
—Rotogravure Lineage (1928) .....	126
Bicycles—Annual Retail and Wholesale Volume with No. of Outlets .....	78-85
Books—Advertising	
—Farm paper (1928) .....	136
—Magazine—by Industries (1927-1928) .....	134
—Newspaper Lineage (1928) .....	122
—Radio (1927-1928) .....	136
—Paper .....	313
—Peak Seasons in Industry .....	92-93
—United States—Outlets by States .....	86
Booklets and Broadside—List of Makers .....	Begin
Boots—see shoes .....	313
Box Covers .....	335
Boxes, Corrugated—List of manufacturers .....	335
—Wood—List of manufacturers .....	335
Boys' Clothing—See Clothing, Men's & Boys'	
Brazil—Motor Vehicle Census (1929) .....	344
Breakfast Foods—Newspaper Lineage (1928) ...	119
Brick—Foreign Trade of U. S. (1928) .....	340
—Peak Seasons in Industry .....	92-93
—Sold to Building Industry (1927) .....	73
Bridges—Construction Costs (1925-1928) .....	72
Bristols—List of brands and makers .....	313
Broadcasting—Advertising	
—By Industries (1927-1928) .....	136
—By Leaders .....	138
Building—Contract records by States .....	72
—Peak Seasons in Industry .....	92-93

	PAGE
Building Materials—Advertising—Expenditure...	108
—Farm Paper .....	136
—Magazine—by Leaders (1927-1928) .....	131
—Magazine—by Industries (1927-1928) .....	134
—Newspaper Lineage (1928) .....	117
—Radio (1927-1928) .....	136
—Rotogravure Lineage .....	126
Building Materials—Comparison and No. of Chain and Independent Stores .....	83, 84, 85
—Prices (Wholesale) .....	19
—Production (1922-1928) .....	18
—Retail Sales in 11 Cities Census .....	82
—Sales, 1927 .....	73
Busses—Motor Vehicle Census (1929) .....	344
Business Papers .....	356
—U. S. Advertising Expenditures (1928) .....	107
—U. S. Circulations .....	Begin
Buying Power—	
—Canada—Per Capita by zones .....	346
—U. S.—Industrial Markets .....	63
—U. S.—SALES MANAGEMENT'S meas- ure of, by Counties .....	21
<b>C</b>	
Canada .....	Begin
—Advertising Agencies .....	Begin
—Employees, No. of by Provinces (1924) .....	346
—Exports by Zones .....	346
—Exports from U. S. (1927-1928) .....	340
—Factories, number of, by zones .....	346
—Families with Electric Lighting .....	346
—Farm Paper Circulations and Rates .....	355
—Magazine Circulation & Rates .....	354, 355
—Market Surveys .....	356
—Motor Vehicle Census for 1929 .....	344
—National Wealth by zones .....	346
—Newspaper Circulations & Rates .....	354, 355
—Radio Sets, owners of .....	346
—Trade in Goods with U. S. (1928) .....	340
Cardboards and Post Cards .....	313
Cards, Counter, (Manufacturers) .....	308
Carloading (R. R.)—General Statistics .....	19
Cars—Registrations, 1928, by counties .....	Begin
—Registrations in the U. S. (1914-1928) ..	71
Catalogue—Cover Mfrs., List of .....	304
—Printers, List of .....	Begin
—Production .....	302
Cement—Production, (1922-1928) .....	18
—Sold to Building Industry (1927) .....	73
Census—Germany .....	378
—U. S.—of distribution in Cities (1926) .....	78
—Factory Output by Industries .....	64, 65, 66
—Radios—by States—January 1, 1929 .....	91
—Telephones—by States (1928) .....	91
—World—of Motor Vehicles (1929) .....	344
Central Stations—No. of—by States .....	87
Cereals—Advertising Expenditures .....	109
—Newspaper Lineage (1928) .....	119
Chain Stores—United States	
—Distribution Index (1922-1928) .....	18
—Number of stores by industries .....	83
—Percentage of total stores by industry .....	85
Chemical Industries	
—Construction Costs (1925-1928) .....	72
—Manufactured Output & Wage Tables (1914-1927) .....	64
Chemicals—German Imports (1928) .....	380
—U. S. Exports & Imports (1928) .....	340, 341
—Factory Employment & Payroll .....	19
—Foreign Trade of the U. S. (1928) .....	340
—Manufactured Output & Wage Tables (1925-1927) .....	65
Chicago—Census of Distribution .....	Begin
Children's Wear	
—Annual Retail & Wholesale Sales Volume with No. of Outlets .....	78-86
Chile—Motor Vehicle Census for 1929 .....	344
—U. S. Exports & Imports (1928) .....	341
China—Exports from U. S. (1910-1928) .....	405
—Motor Vehicle Census for 1929 .....	344
—U. S. Exports & Imports (1928) .....	341
Cigarette Advertising	
—Farm Paper (1928) .....	136
—Magazine—by Industries .....	134
—Magazine—by Company (1927-1928) .....	131
—Newspaper Lineage (1928) .....	124
—Radio (1927-1928) .....	136
(Cigarettes Continued on Page 410)	



## INDEX TO CONTENTS (Continued)

	PAGE		PAGE		PAGE
Cigarettes—(Cont.)		D		Food—Advertising	
—Annual Retail & Wholesale Sales with No. of Outlets	78-85	Dairy Products—Advertising		—Expenditures	111
—Comparison & Number of Chain & Independent Stores	83, 84, 85	—Newspaper Lineage (1928)	119	—Farm Paper (1928)	136
—Foreign Trade of the U. S. (1928)	341	—Rotogravure Lineage	126	—Magazine (1927-1928)	132
—Production (1922-1928)	18	—Comparison & Number of Chain & Independent Stores	83, 84, 85	—Newspaper (1927-1928)	119
Cigar Advertising—Expenditures	109	—Distribution (1922-1928)	18	—Radio (1927-1928)	136
—Farm Paper (1928)	136	Decalcomania, Window Transfers	308	Food Products—	
—Magazine—by Industries (1927-1928)	134	Dentifrices—Newspaper Lineage (1928)	124	—Foreign Trade of U. S. (1928)	341
—Newspaper Lineage (1928)	123, 124	Denver—Census of Distribution	Begin 78	—Manufactured Output & Wage Tables (1914-1927)	Begin 64
—Radio (1927-1928)	136	Denmark—Motor Vehicle Census (1929)	344	—Peak Seasons in Industry	92-93
Cigars—		—Trade with U. S. (1928)	340	—Percentage of National Retail Sales	79
—Annual Retail & Wholesale Sales with No. of Outlets	78-85	Department Stores—United States		—Production (1922-1928)	18
—Foreign Trade of the U. S. (1928)	340	—Comparison and No. of Chain and Independent Stores	83, 84, 85	Footwear—Advertising	
—No. of manufacturers	88	—Retail Outlets by States	86	—Farm Paper (1928)	136
—No. of Outlets—by States	86, 88	—Retail Sales	82	—Newspaper Lineage (1928)	118
—Production, (1922-1928)	18	—When to Sell (by commodities & months)	94	—Radio (1927-1928)	136
Circulation of Advertising Media—		Direct Mail—		—Rotogravure Lineage	126
—Canada	354, 355, 356	—Advertising, Total Expenditure (1928)	107	Footwear—Annual Retail & Wholesale Sales with No. Outlets	78-85
—United States	Begin 228	—Survey	293	—Distribution (1922-1928)	18
Clothing Advertising		Disinfectants—Newspaper Lineage (1928)	119	—Retail Sales	82
—Farm Paper (1928)	136	Display Containers—List of manufacturers	335	—Production (1922-1928)	18
—Magazine (1927-1928)	134	Displays—Window and Counter	308	Ford dealers—No. of retailers	86
—Magazine—by Leading Companies ('27-'28)	131	Distribution—Chapter	Begin 77	Foreign Currencies—Value of (1928)	402
—Radio (1927-1928)	136	—Indices of	17	Foreign Language—Newspapers in U. S.	271
Clothing—Manufacturers		Drug Advertising		Foreign Markets	337-403
—No. of by States	88	—Farm Paper (1928)	136	—Total Commercial & Financial Transactions of the U. S. in 1928	Begin 338
—Peak Seasons	92-93	—Magazine—by Industries (1927-1928)	134	Foreign Newspapers—List of	355, 369, 387, 406, 407
—Percentage of National Retail Sales	79	—Magazine—by Leaders (1927-1928)	131	France—	
—Retailers, number by States	86	—Newspaper Lineage (1928)	120, 121, 122	—Exports from U. S. (1910-1928)	403
—Wholesalers, No. of by States	88	—Radio (1927-1928)	136	—Motor Vehicle Census (1929)	344
Clothing (Men's)		—Comparison & Number of Chain & Independent Stores	83, 84, 85	—Trade with U. S. (1927-1928)	340
—Annual Retail & Wholesale Volume with No. of Outlets	78-85	—Distribution (1922-1928)	18	Fruits—	
—Comparison & Number of Chain & Independent Stores	83, 84, 85	—Retail & Wholesale Sales with Total No. of Outlets	79	—Annual Retail & Wholesale Sales with No. of Outlets	78-85
Clothing (Men's & Boys')		—Wholesale Outlets	88	—Distribution (1922-1928)	18
—Advertising Expenditures	109	Dry Goods—Advertising		—Retail Sales	82
—No. of Retailers	86	—U. S. Farm Papers	136	Fuel—Prices (Wholesale)	19
Clothing (Women's)		—Magazine—by Industries (1927-1928)	134	Fur—	
—Advertising Expenditures	110	—Radio (1927-1928)	136	—Ann. Ret. & Who. Sales No. Outlets	78-85
—Annual Retail & Wholesale Sales with No. of Outlets	78-85	—Comparison & Number of Chain & Independent Stores	83, 84, 85	—Foreign Trade of U. S. (1928)	340, 341
—Comparison & Number of Chain & Independent Stores	83, 84, 85	—Retail Sales by Commodities	82	Furnaces—Advertising Expenditures	116
Coal—		Duplicating Machines—List of Manufacturers	300	Furnishings—Advertising Expenditures	112
—Foreign Trade of the U. S. (1928)	340	E		Furnishings (Men's)—	
—Production (1922-1928)	18	Electrical Appliances—Advertising		—Ann. Ret. & Who. Sales No. Outlets	78-85
—Production, Annual, by States	74	—Expenditures	110	—No. of Wholesalers and Manufacturers	88
—Volume of National retail sales	79	—Magazine—by Leaders (1927-1928)	132	Furniture—Advertising—Expenditures	111
Coated Papers	313	—Newspaper Lineage (1928)	118	—Farm Paper (1928)	136
Coffee—Foreign Trade of the U. S. (1928)	340	—Rotogravure Lineage	126	—Magazine—by Leaders (1927-1928)	132
Colleges—Construction Costs (1925-1928)	78	Electrical Appliances—Germany	Begin 380	—Newspaper Lineage (1928)	118
Colombia—U. S. Trade in Goods (1928)	341	Electrical Appliances—U. S.		—Radio (1927-1928)	136
Color Printers, List of	Begin 316	—Comparison & Number of Chain & Independent Stores	83, 84, 85	—Rotogravure Lineage	126
Commerce—U. S. (1928)	17	Electrical Contractors—Retail Outlets	86	—Ann. Ret. & Whol. Sales No. Outlets	78-85
—Total Foreign Transactions of U. S. (1928)	339, 340, 341	Electrical Manufacturing—Ranking of States	76	—Canada, Retail Outlets, by Zones	343
Commodities—Peak Selling Seasons	92	—Volume of Sales & Retail Value by Commodities	90	—U. S., Comparison & No. Chain & Indep. Stores	83, 84, 85
—Retail Sales Classified in 11 Cities	82	—Wired Homes by States	90	—Distribution (1922-1928)	18
—When bought by Department Stores	94	—Peak Seasons in Industry	92-93	—Peak Seasons	92, 93
Condiments—		Electric Railways—Statistical Summary	71	—When to Sell to Dep't Stores	94
—Newspaper Lineage (1928)	119	Electric Signs	306	G	
—Rotogravure Lineage (1928)	126	Electrotypers & Photo Engravers—List of	328	Garages—Number by States	86
Confectionery Advertising		Employment—Indices of	Begin 17	Gasoline Advertising—Magazine—by Leaders (1927-1928)	131
—Farm Paper (1928)	136	Engineering—Contracts—U. S. and Canada	72-73	Gasoline—Ann. Ret. & Who. Sales No. Outlets	78-85
—Magazine—by Industries (1927-1928)	134	—Volume of Construction	72	—Foreign Trade of U. S. (1928)	340, 341
—Magazine—by Leading Companies ('27-'28)	131	Engravers, List of	Begin 316	—Peak Seasons	92, 93
—Newspaper Lineage (1928)	125, 126	Engravers, Photo. & Electrotypers, List of	328	—Production (1922-1928)	18
—Radio (1927-1928)	136	Envelopes—Direct Mail	Begin 293	Germany—Advertising Agencies	334, 385
Confectionery—		—Manufacturers, List of	330	—Cities—List of Principal	Begin 337
—Annual Retail & Wholesale Sales with No. of Outlets	78-85	—Survey, Use in Direct Mail	330	—Customs Imports	380
—Comparison & Number of Chain & Independent Stores	83, 84, 85	Europe—Trade with U. S. (1928)	340	—Customs Regulations	382
—No. of Manufacturers	88	Exports—How to Sell Foreign Markets	342, 343	—Electric Appliances	Begin 380
—No. of Retailers	86	—How to Sell Foreign Markets	242, 343	—Magazines & Periodicals	400, 402
—No. of Wholesalers	88	—United States (1927-1928)	340	—Market for U. S. Goods	Begin 373
Consumer's Dollar—How Spent	78-79	F		—Motor Vehicle Census for 1929	344
Construction—(1928)	Begin 17	Factories—Canada		—Population	376
—Statistical Summary of the Entire Market	72-73	—Number of—by zones	340	—Trade with U. S. (1928)	340
—Materials sold (1927)	73	Factories—United States	19, 64, 65, 66	—Wages	373
—Volume by Classes & States (1925-1928)	72	—Cost of Materials (1925-1927)	64-66	Glass—Foreign Trade of U. S. (1928)	340
Container Manufacturers—List of	335	Fares—		—Output & Wages (1925-1927)	65
Contents, Table of	13	—Airplane rates	104	Gloves—Foreign Trade of U. S. (1928)	340
Contractors—Volume of Construction Done by Copper—		—Auto mileage costs	104	Grain—Distribution (1922-1928)	18
—Foreign Trade of the U. S. (1928)	340, 341	—Railroad Between Principal Cities	105	—Foreign Trade of U. S. (1928)	340
—Production (1922-1928)	18	Fargo—Census of Distribution	Begin 78	—Retail Sales	82-85
—World Census (1926) of Smelters	74	Farm Equipment—Advertising Expenditures	110	Great Britain—Advertising Agencies	Begin 360
Cork—Foreign Trade of the U. S. (1928)	340	Farmers Markets—Surveys	100	—American Advertisers In	371
Cotton—		Farm Papers—		—Distribution	359
—Foreign Trade of the U. S. (1928)	340, 341	—Canada	355	—Market for American Goods	Begin 357
—Production (1922-1928)	18	—U. S.	278	—Motor Vehicle Census (1929)	344
Counter and Window Display Mfrs.	308	—U. S. Advertising by Industries and Leaders (1928)	136	—Newspapers	Begin 369
Country Newspapers	272	Film Equipment—Lists of Manufacturers	88	—Outlets	359
County Buying Power	Begin 23	Film Advertising	86-88	Groceries—Advertising Newspaper Lineage (1928)	118
County Index—of Buying Power	Begin 23	Financial Advertising—		—Rotogravure Lineage	126
Cover Paper	313	—Expenditures	111	—Annual Retail & Wholesale Sales with No. of Outlets	78-85
Crops—Production (1922-1928)	18	—Farm Paper (1928)	136	—Comparison & Number of Chain & Independent Stores	83, 84, 85
Cuba—Trade in Goods with U. S. (1928)	340	—Magazine—by Industries (1927-1928)	134	—Distribution (1922-1928)	18
Currencies, Value of Foreign (1928)	402	—Newspaper	119	—No. of Retail, Wholesale & Mfg. by States	86-88
Cut-Out—Window	308	—Radio (1927-1928)	136	H	
		Flour—		Hardware—Advertising—Expenditures	112
		—Advertising Expenditures	109	—Farm Paper (1928)	136
		—Foreign Trade of U. S. (1928)	340-341	—Magazine—by Industries (1927-1928)	134
				—Radio (1927-1928)	136

	PAGE
Hardware—(Cont.)	
—Ann. Ret. & Who. Sales with No. Outlets 78-85	
—Comparison & Number of Chain & Independent Stores .....	83, 84, 85
—No. of Retailers, Wholesalers & Mfg. ....	78-88
—Distribution (1922-1928) .....	18
—Sold to Building Industry (1927) .....	73
Hats—	
—Ann. Ret. & Who. Sales No. Outlets.....	78-85
—Comparison & Number of Chain & Independent Stores .....	83, 84, 85
Hawaii—Market Data .....	62
Heating—Advertising—Expenditures .....	116
—NewsPaper Lineage (1928) .....	120
—Rotogravure Lineage .....	126
Heating—Ann. Ret. & Who. Sales No. of Outlets ..	79
—Sold to Building Industry (1927) .....	73
Holland—Motor Vehicle Census (1929) .....	344
Highways—Construction Costs (1925-1928) .....	72
Hosiery—Ann. Ret. & Who. Sales No. Outlets. 78-85	
—Foreign Trade of U. S. (1928) .....	341
Hospitals—Construction Costs (1925-1928).....	72
Hotels—Construction Costs (1925-1928) .....	73
Household Articles—Advertising	
—NewsPaper Lineage (1928) .....	118
—Rotogravure Lineage .....	126
Housing Developments—	
—Construction Costs (1925-1928) .....	72
I	
Imports—Canadian—by zones .....	346
—United States (1927-1928) .....	340
Incomes—Classified .....	20
—Farm—by Counties (1928) .....	Begin 23
—Per Capita, by Counties (1928) .....	23
—Total Spendable in U. S. (1921-1928) .....	22
—Urban—by Counties (1928) .....	Begin 23
Independent Retail Stores—Ann. Ret. & Who. Sales No. Outlets .....	78-85
Index—County—Buying Power .....	Begin 23
Indices—	
—Product, Distrib., Price, Employ....	Begin 17
Industrial—Market Surveys by business papers	103
Industries—Output by, etc. ....	64-65
—Peak Seasons by months .....	92-93
—Ranking of .....	63
Insurance—Advertising—Farm Paper (1928) .....	136
—Magazine—by Industries (1927-1928) ....	134
—NewsPaper Lineage (1928) .....	120
—Radio (1927-1928) .....	138
—Rotogravure Lineage .....	127
Inventories—Retail and Wholesale .....	79
Iron—In Foreign Trade (1928) .....	340
—Output & Wage Tables (1914-1927) ....	64, 65
—Industry—Factory Employment & Payroll ..	19
Italy—Imports from rest of world in 1928....	404
—Market Data .....	403, 404
—Motor Vehicle Census for 1929 .....	344
—Trade with U. S. (1928) .....	340, 404
J	
Japan—U. S. Exports and Imports (1928) ..	341, 405
—Motor Vehicle Census for 1929 .....	344
Jewelry—Advertising	
—Expenditures .....	112
—Farm Paper (1928) .....	136
—Magazine (1927-1928) .....	134
—Magazines—by Leaders (1927-1928) .....	132
—NewsPaper Lineage (1928) .....	120
—Radio (1927-1928) .....	136
—Rotogravure Lineage .....	127
—Comparison & No. Chain & Indep. Stores .....	83, 84, 85
—Foreign Trade of U. S. (1928) .....	340
—Retail & Wholesale Sales .....	78-85
K	
Kansas City, Mo.—Census of Distribution ..	Begin 78
L	
Label Manufacturers—List of .....	Begin 324
Latin America—Exports and Imports .....	404-405
—U. S. Trade in Goods With (1928) .....	341
Lead—Foreign Trade of the U. S. (1928) .....	340
—Production (1922-1928) .....	18
Leather Goods—Retail Sales .....	82
—Comparison and No. of Chain and Independent Stores .....	83-84-85
—Factory Employment and Payroll .....	19
—Foreign Trade of the U. S. (1928) .....	340
Lighting—Advertising—Market by States .....	74
Lighting Systems—Construction Costs (1925-'28) ..	72
Lineage—Rotogravure .....	126
—NewsPaper by Industries (1928) ....	Begin 117
—NewsPaper Totals by Papers (1927-'28) ..	128-130
Lists (Mailing)—	
—Firms Specializing in .....	300
Lithographs—List of .....	Begin 313
—Making Window and Counter Displays .....	306
—Making Advertising Posters .....	306
Loose-Leaf Systems—	
—List of Manufacturers .....	304
Lubricant Advertising—Farm Paper (1928) .....	136
—Magazine (1927-1928) .....	134
—Radio Broadcast Advertising (1927-1928) ..	136
—Production (1922-1928) .....	18
Lubricants—Retail Sales .....	78-82

	PAGE
Lumber—Foreign Trade of U. S. (1928).....	340-341
—Output and Wage Tables (1914-1927)....	64
—Production (1922-1928) .....	18
—Retail Sales .....	79-82
<b>M</b>	
Machinery .....	76
Machinery Advertising—Appropriations .....	113
—Farm Paper (1928) .....	136
—Magazine, by Industries (1927-1928) ....	134
—Radio (1927-1928) .....	138
—Factory Employment and Payroll .....	19
—Output and Wage Tables (1925-1927)....	64-65
Mail Order—Adv. Expenditures .....	113
Mailing Equipment .....	293
Mailing List Houses—Classified by Cities .....	306
Magazine Advertising—	
—Expenditures by Leading Industries (1927-1928) .....	134
—Total Expenditure (1928) .....	107
Magazines—Surveys by .....	98
—Circulations .....	274-276
—Advertising rates .....	274-276
Manufacturers—Number by States .....	88
—Number by Fields .....	88
Manufacturing—(1928) .....	Begin 17
—Industries, Statistics of .....	76
—Markets—Index to Selling .....	63
Map Systems—List of Manufacturers .....	300
Markets—Foreign—Total U. S. Transactions	
—Abroad (1928) .....	Begin 338
—German .....	Begin 373
—Statistics—British .....	339
—Surveys—Business Papers .....	103
—Survey—Farm Paper .....	101
—Surveys—Canada .....	356
—Surveys—Magazine .....	98
—Surveys—Newspapers .....	95
Matches—Foreign Trade U. S. (1928) .....	340
Materials (Building)	
—Sold during 1927 .....	73
—Raw—Production (1922-1928) .....	18
Meats (Advertising)—Newspaper Lineage (1928) 119	
—Ann. Ret. & Who. Sales No. Outlets.....	75-85
—Distribution (1922-1928) .....	18
—Comparison and Number of Chain and Independent Stores .....	83-84-85
Media .....	Begin 227
Men's Wear—See Furnishings, Men's	
Metals—	
—Output and Wage Tables (1925-1927)....	65
—Prices (Wholesale) .....	19
Mexico—	
—Motor Vehicle Census (1929) .....	344
—Trade in Goods with U. S. (1928) ....	340
Milk—	
—Annual Wholesale and Retail Sales with No. of Outlets .....	78-82
—Foreign Trade of the U. S. in Goods (1928) .....	340
Minerals—Production (1922-1928) .....	18
Money—Spendable in U. S. ....	22
—Value of Foreign Currencies (1928) ....	40
Motion Picture Advertising .....	286-288
Musical Instruments Advertising—	
—Farm Paper (1928) .....	136
—Magazine, by Industries (1927-1928) ....	134
—Magazine, by Leaders (1927-1928) .....	132
—Newspaper Lineage (1928) .....	122
—Radio (1927-1928) .....	136
—Rotogravure Lineage, National Advertisers 127	
Musical Instruments—	
—Annual Retail and Wholesale Sales with No. of Outlets .....	79-82
—Comparison and No. of Chain and Independent Stores .....	83, 84, 85
—Manufactured Output and Wage Tables (1914-1927) .....	64
Multigraphers—List of .....	324
<b>N</b>	
National Advertisers—List of Companies Using Newspapers, Farm Papers, Magazines, Radio, and 1928 Volume of Each .....	Begin 117
Newspaper Advertising—	
—Total Expenditures (1928) .....	107
—Lineage Used (1928) by 2,364 National Advertisers .....	Begin 117
—Rotogravure Lineage of National Advertisers .....	126-127
Newspapers—Circulations .....	Begin 228
—Country .....	271
—Foreign Language in U. S. ....	271
—List of Advertising Representatives.....	268-269
—List of Dailies .....	Begin 223
—Rates .....	Begin 228
—Representatives for Individual papers, .....	Begin 228
—Rotogravure Circulations and Rates .....	271
—Surveys by .....	98
—Trading Zone Populations .....	Begin 29

	PAGE
Newspapers—Foreign	
—Canada .....	354-355
—European .....	406
—Germany .....	Begin 347
—Great Britain .....	Begin 369
—Oceania .....	407
—Of the Orient .....	407
Newsprint—	
—Foreign Trade of the U. S. (1928) .....	340
—Production (1922-1928) .....	18
O	
Oceania—U. S. Exports and Imports (1928)....	341
Offset Printers—List of .....	Begin 316
Oil—See Lubricants	
Oil Burners (Advertising)—	
—Newspaper Lineage (1928) .....	120
—Production by Companies .....	90
Olives—	
—Foreign Trade of the U. S. (1928) .....	340
Orient—Exports and Imports .....	405
Outdoor Advertising .....	285
—Total Expenditure (1928) .....	107
Outdoor Posters .....	306
P	
Packing Manufacturers—List of .....	335
Paints—Advertising .....	114
—Farm Paper Adv. (1928) .....	136
—Magazine Adv. by Industries (1927-1928) 134	
—Magazine Adv. by Leaders (1927-1928) ..	132
—Radio Adv. (1927-1928) .....	136
—Comparison and No. of Chain and Independent Stores .....	83-84-85
—Retail Sales .....	82
Paint Displays .....	285
Panama—Market Data .....	62
Paper—Factory Employment and Payroll .....	19
—Manufactured Output and Wage Tables (1914-1927) .....	64-65
—Production (1922-1928) .....	18
—Retail Sales .....	82
—Mill Brands of .....	310
—(Waxed) List of Manufacturers .....	535
Paper Pulp—Foreign Trade U. S. (1928) .....	340
Patents—Digest of World Laws .....	372
Pens—Magazine Adv. by Leaders (1927-1928) ..	132
Per Capita—Purchasing Power in Latin America	404
—Retail Sales .....	Begin 78
Percolators (Electric)—	
—Retail Sales (1927-1928) .....	90
Perfume Advertising—	
—Newspaper Lineage (1928) .....	124
—Foreign Trade of the U. S. (1928) .....	340
Petroleum Products Advertising—	
—Farm Paper (1928) .....	136
—Magazine, by Industries (1927-1928) .....	134
—Radio (1927-1928) .....	136
Petroleum Products—	
—Construction Costs (1925-1928) .....	72
—Foreign Trade of the U. S. in Goods (1928) .....	340
Philippine Islands .....	62
—U. S. Exports and Imports .....	341
Photographs Advertising—	
—Farm Paper Adv. (1928) .....	136
—Magazine by Industries (1927-1928) .....	134
—Radio (1927-1928) .....	136
Photo-Engravers and Electrotypes—List of .....	328
Photographers—List of .....	326
Plumbing Fixture Advertising—	
—Newspaper Lineage (1928) .....	120
—List of Rotogravure Printers .....	324
Plumbing Fixtures—	
—Comparison and No. of Chain and Independent Stores .....	83-84-85
—Annual Retail and Wholesale Sales with No. of Outlets .....	78-85
—Peak Season in Industry .....	92-93
Population—Foreign .....	357
—Canada (1921) .....	246
—Cities in Canada .....	354-355
—Germany .....	376
—Cities in Great Britain .....	376
—U. S. (1921-1928) .....	32
—By Counties .....	Begin 23
—Cities .....	Begin 228
—Trading Zones .....	Begin 228
Posters—Advertising .....	306
Poster Display .....	285
Power—	
—Light and Power Market by States .....	74
Power Plants—	
—Construction Costs (1925-1928) .....	72
Premiums—	
—Direct Mail .....	Begin 293
Prices—	
—Indices of .....	17
—Wholesale—By Industries (1922-1928) .....	19
Printing—	
—Factory Employment and Payroll .....	19
—Manufactured Output and Wage Tables (1914-1927) .....	65
—List of Typographers .....	304
—List of Printers .....	Begin 316
Prizes, Premiums, Sales Contests, Gifts, etc. ....	302
Process Industries .....	302



## INDEX TO CONTENTS (Continued)

	PAGE		PAGE		PAGE
Production—		Shoes—		Tobacco—	
—Indices of .....	17	—Annual Wholesale and Retail Sales with		—Advertising Farm Paper in 1928 .....	136
—Factory Output by Industries .....	64, 65, 66	—No. of Outlets .....	78-85	—Magazine by Industries (1927-1928) .....	134
Prospect List—		—Comparison and No. of Chain and Inde-		—Magazine by Leaders (1927-1928) .....	131
—Direct Mail .....	Begin 293	—pendent Stores .....	83, 84, 85	—Newspaper Lineage, 1928 .....	123-124
Providence—		—Distribution (1922-1928) .....	18	—Rotogravure .....	127
—U. S. Census of Distribution .....	Begin 78	—Manufacturers of .....	88	—Radio Adv. (1927-1928) .....	136
Publications—		Signs—		—Annual Retail and Wholesale Sales With	
—Appropriations Spent In Different		—Electric, Store Front, Outdoor .....	306	—No. of Outlets .....	80, 81, 82, 94, 85, 86
Types .....	107-117	—Manufacturers .....	306	—Factory Employment and Payroll .....	19
—Circulations, Rates, etc. ....	227-284	Silk—		—Foreign Trade of the U. S. (1928) .....	340, 341
—Newspapers—Lineage Used (1928) .....	123	—Foreign Trade of the U. S. in Goods		—Manufactured Output and Wage Tables	
—Rotogravure Lineage of National Ad-		(1928) .....	341	(1925-1927) .....	64, 65
vertisers .....	127	Silver—		—Peak Seasons in Industry .....	92-93
—Surveys Made by .....	95-103	—Production (1922-1928) .....	18	Tollet Goods—Advertising—	
Public Utilities—		—Advertising, Expenditures .....	112	—Expenditure .....	116
—Construction Costs (1925-1928) .....	72	—Farm Paper in 1928 .....	136	—Farm Paper in 1928 .....	136
R		—Magazine by Industries (1927-1928) .....	134	—Magazine by Leaders (1927-1928) .....	131
Radio Advertising—		—Magazine by Leaders (1927-1928) .....	132	—Magazine by Industries (1927-1928) .....	134
—Advertising Rates .....	284	—Radio Broadcast (1927-1928) .....	136	—Newspaper Lineage (1928) .....	124
—Appropriations .....	115	Soaps—Advertising—		—Radio Broadcast (1927-1928) .....	136
—Leading Companies Using (1927-1928) .....	138	—Farm Paper in 1928 .....	136	—Rotogravure Lineage of National Adver-	
Radio Product Advertising—		—Magazines by Leaders (1922-1928) .....	132	tisers .....	127
—Farm Paper in 1928 .....	136	—Newspaper Lineage, 1928 .....	120	—Annual Retail and Wholesale Sales With	
—Magazine by Industries (1927-1928) .....	134	—Radio Broadcast (1927-1928) .....	136	—No. of Outlets .....	70, 81, 82, 84, 85
—Magazine by Leaders (1927-1928) .....	132	Soft Drinks—		Tractors—	
—Newspaper Lineage (1928) .....	123	—Advertising, Farm Paper, 1928 .....	136	—Foreign Trade of the U. S. 1928 .....	340
—Rotogravure Lineage of National Adver-		—Magazine by Industries (1927-1928) .....	134	—Advertising, Newspaper Lineage, 1928 .....	117
tisers .....	127	—Magazine by Leaders (1927-1928) .....	131	—Retail Sales .....	82
Radio Products—		—Radio Broadcast (1927-1928) .....	136	—Registrations in the U. S. (1914-1928) .....	71
—Annual Retail and Wholesale Sales With		—Manufacturers .....	88	Trade Marks—	
—Number of Outlets .....	70-91	—Volume of National Retail Sales .....	78	—Digest of Laws of the World .....	408
—Census by States (January 1, 1929) .....	91	South America .....	404	Trade Papers .....	Begin 280
—Production .....	107	Spain—		Trading Area Populations .....	Begin 228
—Phonograph—Total Sales of Combina-		—Motor Vehicle Census for 1929 .....	344	—Canada .....	354-355
tion Sets (1922-1928) .....	91	—Trade in Goods With U. S. in 1928 .....	340	Transportation—	
Railroad Advertising—		Spendable Income in the U. S. (1921-1928) .....	22	—Advertising Appropriations .....	116
—Newspaper Lineage (1928) .....	125	Sporting Goods Advertising		—Newspaper Lineage, 1928 .....	125
—Market Data .....	71	—Magazine by Industries (1927-1928) .....	134	—Rotogravure Lineage of National Adver-	
—Factory Employment and Payroll .....	19	—Newspaper Lineage 1928 .....	123	tisers .....	127
—Manufactured Output and Wage Tables		—Radio Broadcast (1927-1928) .....	136	—Transportation Equipment—Manufactured	
(1914-1927) .....	64-65	—Rotogravure Lineage of National Adver-		Output and Wage Tables (1925-	
—Fares Between Principal Cities of the		tisers .....	127	1927) .....	64, 65
U. S. ....	105	—Annual Wholesale and Retail Sales With		—Guide for Selling the Market .....	71
—Average Construction Costs and Volume		—No. of Outlets .....	78-85	Travel—	
for the Period (1925-1928) .....	72	—Comparison and No. of Chain and Inde-		—Advertising, Farm Paper, 1928 .....	136
Rates, Advertising .....	Begin 227	pendent Stores .....	83, 84, 85	—Magazine by Industries (1927-1928) .....	134
Raw Materials Production (1922-1928) .....	18	Springfield, Ill.—		—Radio (1927-1928) .....	136
Refrigerators (Electric)—		—U. S. Census of Distribution .....	Begin 78	Trucks—Advertising—	
—Advertising—Newspaper Lineage (1928) ..	118	Stationery—		—Expenditures .....	108
—Rotogravure Lineage of National Adver-		—Magazine Advertising by Leaders (1927-		—Magazine by Leaders (1927-1928) .....	131
tisers .....	126	1928) .....	132	—Newspaper Lineage, 1928 .....	117
—Retail Sales (1927-1928) .....	90	—Composite Table of Outlets by States .....	86	Trucks—No. in Canada by Zones .....	346
Registrations—		Steel—		—Registrations in the U. S. (1914-1928) ..	71
—Automobiles, Cars, Tractors, Buses,		—Factory Employment and Payroll .....	19	—Retail Sales .....	82
Trucks .....	71	—Foreign Trade of the U. S. (1928) .....	340-341	—World Census (1929) .....	344
—Automobiles, Under \$1,000 and Over by		—Manufactured Output and Wage Tables		Typewriters—Automatic—List of Manufacturers ..	300
Counties .....	23	(1914-1927) .....	64-65	Typewriting Machine Houses, List of .....	324
—Patents and Trade Marks for All		—Peak Seasons in Industry .....	92-93	Typographers, List of .....	394
Countries .....	372-408	—Structural—Sold to Building Industry		U	
Representatives—		(1927) .....	73	Underwear, Women's	
—List of Newspapers .....	268-269	Stone Products—		—Ann. Ret. & Whol. Sales & No. Outlets ..	75-85
—Rotogravure Sections .....	270	—Manufactured Output and Wage Tables		V	
Restaurants .....	75	(1914-1927) .....	64	Vacuum Cleaners—Newspaper Lineage 1928 .....	113
—Comparison and No. of Chain and In-		—Factory Employment and Payroll .....	19	—Numbers Sold, Retail Value (1927-1928) ..	90
dependent Stores .....	83, 84, 85	Stoves—Advertising—		—Rotogravure Lineage of National Adv. ...	126
—Number by States .....	87	—Expenditures .....	116	—Total No. in Use in U. S. ....	90
Retail Outlets—		—Newspaper Lineage, 1928 .....	120	Vegetables—Ann. Ret. & Whol. Sales & No.	
—Canadian Stores .....	348	—Annual Wholesale and Retail Sales and		Outlets .....	75-85
—British .....	339	—No. of Outlets .....	79-85	Visible Record Systems—List of Manufacturers ..	300
—U. S. by Cities .....	78-85	—Electric—No. in Use in the U. S. ....	90	W	
Retail Sales—See Sales (Retail)		Street Car Cards .....	107	Wages—Germany .....	378
Rotogravure—		Surveys—		Wages and Wage Earners—	
—Lineage of National Advertisers for		—Magazines .....	98	—U. S. Factories (1914-1927) .....	64, 65, 66
1928 .....	126-127	—Newspapers .....	95	Wage Earners—No. of in Canada by Zones ..	346
—Newspaper Circulations and Rates .....	220-221	—Market, Business Papers .....	103	Washing Machines—	
—Printers, List of .....	324	—Canada .....	356	—German Market for .....	Begin 380
Rubber—		—Farm Papers .....	100	—Newspaper Lineage, 1928 .....	118
—Advertising .....	115	Sweden—		—No. Sold, Retail Value (1927-1928) ..	90
—Foreign Trade of the U. S. in Goods		—Trade in Goods With U. S. in 1928 .....	340	—Rotogravure Lineage of National Adv. ...	126
(1928) .....	341	Syracuse—		—Total No. in Use in U. S. ....	90
—Manufactured Output and Wage Tables		—U. S. Census of Distribution .....	Begin 78	Water Color Printers, List of .....	318
(1914-1927) .....	64-65	Table of Contents .....	13-14	Waxed Paper—List of Manufacturers of .....	335
—Rubber Goods (Not Tires and Tubes)—		Tag Manufacturers, List of .....	330	—of U. S. by Counties (1921-1928) .....	22
Retail Sales .....	82	Tailors—		Wheat—Foreign Trade of U. S. (1928) .....	340, 341
—Peak Seasons in Industry .....	92-93	—Retail Sales .....	82	Wholesale Distribution—Peak Season in Industry	92-93
Russia—		Telephones—		Wholesalers, No. by States .....	88
—Trade in Goods With U. S. in 1928 ...	340	—Canadian by Zones .....	346	Window and Counter Display Manufacturers ..	308
S		—U. S. Census by States, January 1, 1929		Wool—	
Sales Contests .....	302	91		—Production, Distribution (1922-1928) .....	18
Sales Retail—		Textiles .....		Women's Clothing—Foreign Trade in 1928 .....	340
—Classified by Commodities in 11 Cities ..	82	—Construction Costs (1925-1928) .....	72	—Ann. Ret. & Whol. Sales, & No. Outlets	78-85
—Volume of National Sales by 50 Classes		—Factory Employment and Payroll .....	19	—No. of Retailers by States .....	86, 87
of Products .....	Begin 78	—Manufactured Output and Wage Tables		—Newspaper Lineage, 1928 .....	125
—No. of Outlets .....	Begin 77	(1925-1927) .....	64-65	—Rotogravure Lineage of National Adv. ...	127
Sales—Wholesale, Classified by Volume .....	79-80	—Prices (Wholesale) .....	19	Z	
San Francisco—U. S. Census of Dist. ...	Begin 78	—Production (1922-1928) .....	18	Zinc—Production (1922-1928) .....	18
Schools—Advertising		Tires—Advertising—		—World Census (1926) of Smelters .....	74
—Magazine—By Industries (1927-1928) .....	134	—Magazine by Leaders (1927-1928) .....	131		
—Construction Costs (1925-1928) .....	72	—Newspaper Lineage (1928) .....	117		
Seattle—		—Rotogravure, Lineage of National Adver-			
—U. S. Census of Distribution .....	Begin 78	tisers .....	126		
Shoe Advertising—		—Peak Seasons in Industry .....	92-93		
—Expenditures .....	115	—Pneumatic, Production (1922-1928) .....	18		
—Farm Paper (1928) .....	136				
—Magazine Industries (1927-1928) .....	134				
—Magazine by Leaders (1927-1928) .....	131				
—Radio Broadcast (1927-1928) .....	136				



## INDEX TO ADVERTISERS

	PAGE
Aachen (Aix la Chapelle) Volksfreund....	388
Acorn Press, The .....	319
Akron Beacon Journal .....	229
Akron Times-Press .....	253
Albachary, Jacques, G.M.B.H. ....	386
American Contractor .....	290
American Girl .....	106
American Independent Baker .....	290
American Manufacturers Foreign Credit Insurance Exchange .....	342
American Press Association .....	273
American Resorts .....	290
American Restaurant Magazine .....	291A
Antiquarian, The .....	307, 414
Architectural Record .....	290
Atlanta .....	16
Automotive Electricity .....	290, 307
Automotive Industrial Red Book .....	290
Bakers' Weekly .....	290
Barrington Associates .....	221
Bates, Charles Austin .....	142, 297
Berlin Lokalanzeiger .....	383
Berlin Nachtausgabe .....	383
Berlin Tageblatt .....	389
Bigelow, Kent, Willard & Co., Inc. ....	220
Biloxi Herald .....	244
Booth Publishing Co. ....	242
Boys' Life .....	277
Braunschweiger (Brunswick) Allgemeiner Anzeiger .....	391
Braunschweiger (Brunswick) Neueste Nachrichten .....	381
Braunschweiger (Brunswick) Landeszeitung .....	391
Bremen Weser-Zeitung .....	376
Breslau Schlesische Volkszeitung .....	391
Bridgeport Post .....	232
Brooke, Smith & French, Inc. ....	151
Buffalo Courier-Express .....	250
Building Investment .....	290, 307
Bureau of Envelope Mfrs. of America....	332
Burkhardt Co., Inc., The .....	305
Busch & Co., Inc., W. P. ....	292
Business Training Corporation .....	225
Campbell-Ewald Limited (Canada) .....	349
Campbell-Ewald Company (U. S.) .....	154, 155
Capper's Farmer .....	137
Capper Publications .....	137
Champion Coated Paper Co. ....	315
Chemical Engineering Catalog .....	290
Chicago Daily News .....	226
Chicago Tribune .....	Back Cover
Chilton Catalog and Directory .....	290
Christian Science Monitor .....	241
Cleveland Press .....	4
College Humor .....	133
Columbus Dispatch .....	129
Columbus, Ohio, State Journal .....	255
Constructor, The .....	290
Cornell Company, Inc., The Paul .....	157
Cram Company, George F. ....	5
Croot Co., Samuel C. ....	159
Dairymen's League News .....	100
Dallas .....	3
Dallas News .....	262
Dennes & Company, Ltd., A. J. ....	350
Detroit Times .....	243
Dresden Neueste Nachrichten .....	382
Dodge Reports .....	291
Domestic Engineering .....	291
Dorrance, Sullivan & Co., Inc. ....	163
Draperies .....	291, 307
Duisberger General Anzeiger .....	393
Duke Power Company .....	66, 89, 91
Du-Plex Envelope Corporation .....	331
Finson Freeman Co., Inc. ....	294
Engineering & Contracting .....	291
Erickson Co., The .....	167
Evans, Jones & Higgins .....	165
Extension Magazine .....	274
Farmer & Farm, Stock & Home .....	101
Farmer's Wife .....	137
Fassett & Johnson, Ltd. ....	363
Federal Advertising Agency, Inc. ....	169

	PAGE
Federated Business Publications, Inc. ....	67, 307
Ferry-Hanly Advertising Company .....	173
Field, Marshall & Co. ....	302
Fitzgerald Advertising Agency .....	171
Fort Worth Star-Telegram .....	261
Free Press Photogravure Co. ....	336
Fritz, John A. ....	336
Furniture Fabrics .....	291
Furniture Manufacturer .....	291
Furniture Record .....	291
Gartenlaube, Die .....	383
Gaw-O'Hara Envelope Co. ....	333
German Province Ring Group .....	395
Gerstmann, Max .....	384
Gibbons, Ltd., J. J. ....	353
Golfdom .....	291
Globe Mail Service, Inc. ....	299
Gray, James, Inc. ....	336
Halle Hallische Nachrichten .....	393
Hamburger Fremdenblatt .....	377
Hannover Anzeiger .....	394
Hardware Age .....	291
Heating, Piping and Air Conditioning....	291
Heating & Ventilating .....	291
Highway Builder .....	291A
Highway Engineer & Contractor .....	291A
Hoboken Jersey Observer .....	245
Homonan, Tarcher & Sheldon, Inc. ....	140
Honolulu Star-Bulletin .....	62
House Beautiful .....	135
Houston Chronicle .....	265
Hunt, F. W., Advertising Service .....	351
Indian Rubber World .....	291A, 307
IIA—Industrie & Handels Annoncen Expedition, G.m.b.H. ....	387
Inland Printer .....	291A
Insurance Salesman .....	291A
International Magazine .....	99
Iron Age .....	291A
Journal of American Dental Assn. ....	291
Kenosha Evening News .....	267
Koenigsberg Allgemeine Zeitung .....	397
Lamar & Whitmore .....	276
Lamport, Fox & Company .....	185
Leipzig Neuesten Nachrichten .....	379
Louisville Courier Journal .....	239
MacLean Publishing Co., Ltd. ....	347
Madison Advertising Service .....	190
Mahin, John Lee .....	189
Mannheim Zeitung .....	399
Manufacturers' Record .....	291A
Materials Handling & Distribution, 291A, 292, 307	
Mathewson, Paul, Inc. ....	191
May & Malone .....	Opp. Page 3
McCann Company, The H. K. ....	193
McGraw-Hill Publishing Company, Inc. ....	68, 69
Milk Plant Monthly .....	291A
Mill & Factory Illustrated .....	290A, 291A
Mitchell & Co., Ltd., C. ....	358
Molloy Company, David J. ....	303
Montag, Der .....	383
Mosse, Rudolf .....	343, 374, 385
Motor Freight .....	292
Munchen Bayerische Staatszeitung .....	398
Munchen Zeitung .....	401
Munising Paper Co. ....	311, 312
Music Trade Review .....	291A, 307
National Map Company .....	Opp. Page 414
New England Box Co. ....	336
New Era Letter Co., Inc. ....	325
Newark Evening News .....	12
New Haven Register .....	233
New York News .....	249
New York Times .....	247
Newell-Emmett Company .....	199
Novelty News .....	290, 291A, 307, 309

	PAGE
O'Connell-Ingalls Advertising Agency .....	197
Pacific Drug Review .....	291
Pacific Retail Confectioner .....	291
Pacific World Commerce .....	291
Peerless Engraving Co. ....	336
Pencil Points .....	290
Penton Publishing Co. ....	283
Peoria Journal-Transcript .....	236
Photographers' Assn. of America .....	327
Pit & Quarry .....	292
Pittsburgh Press .....	258, 259
Ponton Company, Inc., W. S. ....	301
Postage Meter Company .....	334
Powers Engraving Co. ....	329
Railway Purchases and Stores .....	291A
Rankin, Wm. H., Company .....	203
Rapid G.m.b.H. ....	378
Regan, Marquis, Inc. ....	223
Ring Group of Leading German Provincial Newspapers .....	395
Roads & Streets .....	291A
Robinson Tag & Label Co. ....	336
Rochester Photo Art Displays .....	336
Rotarian, The .....	275
Rough Notes .....	291A
Royds Ltd., G. S. ....	365
Rug Profits .....	291, 307
Sales Management .....	290, 292, 307
St. Louis Globe-Democrat .....	Front Cover
St. Louis Label Works .....	336
St. Petersburg Independent .....	234
San Antonio Express & News .....	263
Scherl's Magazin .....	383
Schilling Press, Inc. ....	317
Schulze, Edward H. ....	222
Schunemann, Carl .....	376
Sells, Ltd. ....	367
Simmons-Boardman Publications .....	70
Soda Fountain .....	307
Southern Advertising & Publishing .....	281
Southern Agriculturist .....	279
Southern Planter .....	102
Spencer Lens Company .....	289
Sport Im Bild .....	383
Standard Rate & Data Service .....	235
Stanley Film Advertising Co. ....	6
Sterling Engraving Company .....	8
Stuttgart Neues Tageblatt .....	401
Sumner, The G., Lynn Company, Inc. ....	211
Sweater News & Knitted Outerwear .....	291
Sweet's Architectural Catalogues .....	290
Sweet's Engineering Catalogues .....	291
Syracuse Post-Standard .....	251
Tag, Der .....	383
Talking Machine World .....	291A, 307
Thalacker Anzeiger .....	391
Thalacker Allgemeine Samen-und Pflanzen-Offerte .....	391
Thompson, J. Walter, Company .....	213
Tiles & Tile Work .....	292
Tires .....	292, 307
Tracy-Locke-Dawson, Inc. ....	215
Trenton Folding Box Co. ....	336
Tulsa Tribune .....	256
Underwear & Hosiery Review .....	291
United States Printing & Lithographing Co. ....	321, 322
Utica Observer-Dispatch .....	252
Verlag Scherl .....	383
Visugraphic Pictures, Inc. ....	287
Walton & Spencer .....	336
Washington Star .....	231
Waterworks & Sewerage .....	291
Waynesboro News .....	9
Wichita Eagle .....	237
Williams & Cunningham .....	219
Woche, Die .....	383
100,000 Group of American Cities .....	7

Offering  
AN UNUSUAL APPROACH TO AN  
EXCEPTIONAL AUDIENCE

THE  
ANTIQUARIAN

A magazine devoted to antiques and works of art in all their branches; paintings, sculpture, silver, furniture, rugs, tapestries, glass, and ceramics. ♦ ♦

A magazine of large-page size ( $9\frac{3}{4} \times 13\frac{1}{2}$ )—edited by recognized authorities and profusely illustrated—the leader in its field. ♦ ♦

A magazine read by those Americans who collect for their homes the finer and more costly objects of art. ♦ ♦

A magazine reaching a discriminating public with the means to buy. ♦ ♦

An ideal advertising medium for quality products.

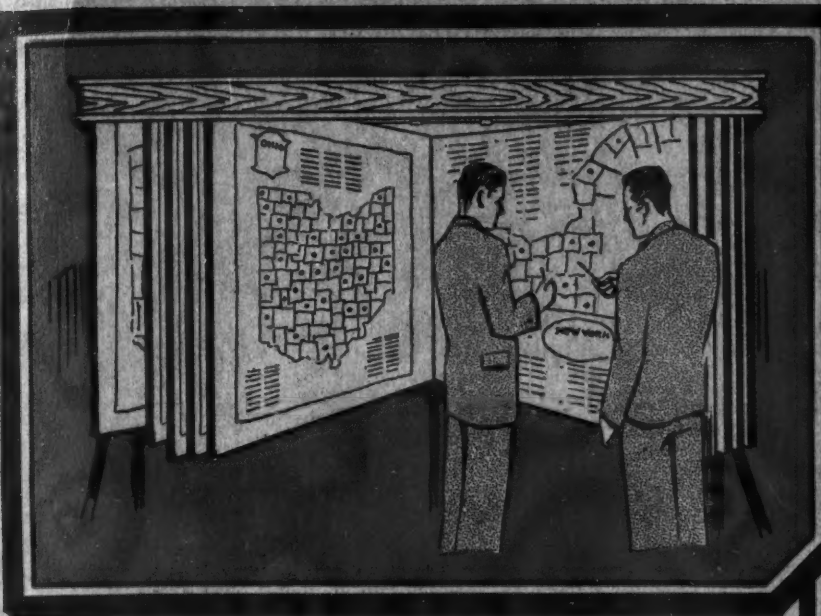
---

THE ANTIQUARIAN

420 LEXINGTON AVENUE

NEW YORK, N. Y.





## With the Selling Help of **MAPS**

A Dartnell Survey, in summarizing an investigation concerning the use of National Map Company maps, states that there are "four primary functions performed in helping the Sales Manager effect better control of sales department activities. These functions are:

- (1) Controlling the activities of salesmen, distributors and dealers.
- (2) Uncovering and developing new business.
- (3) Disclosing the extent of present business.
- (4) Keeping tab on competition."

Namapco Maps can tell more, tell it quicker and tell it better than any other medium yet devised. Markings can be made with crayon, ink or water-color, washed off and changed. Colored tacks of different sizes, tags and rings may be used and removed as the record changes. Namapco Map Systems are furnished in various convenient sizes to accommodate from 2 to 60 maps. New wings and maps can be added as territory increases.

Whether selling territory is large or small, Sales Managers find that, with the help of these maps in keeping all the facts about their business constantly before their eyes, they can direct their sales efforts more effectively so as to produce the most substantial results.

Tell us (1) what you sell, (2) method of selling and (3) your selling territory, and we will show you the kind of a map system you should have and how you can use it to develop a bigger business. Address: our home office, 909 Murphy Building, Indianapolis, Indiana.

### **NATIONAL MAP COMPANY**

Map Makers Since 1885

909 Murphy Building,  
Indianapolis, Indiana

675-9 Transportation Bldg.,  
Chicago, Illinois



# "Namapco" Washable Maps

THE NATIONAL ROAD  
TO BIGGER BUSINESS



---

---

# NEWS..

*The Real Clue to the Upward Surge  
of*

## Chicago Tribune Circulation

Readers want a newspaper first for the news it contains. That's why the Chicago Tribune goes to such effort and expense to gather and present its most important commodity—the news of the day.

Like watchdogs of the truth, Tribune reporters roam the world, bringing to American eyes and minds the gist of the news. So staunch is it in accurate reporting, so trenchant and courageous in editorial comment, that the Tribune not only has become a great force locally, but it is read by thinking people in every section of America.

Editorial brilliance, clean policies and tireless courage build reader confidence and keep Tribune daily sales mounting. During the last fifteen years Tribune circulation has more than doubled. Today its city circu-

lation is growing faster than the city of Chicago.

As a newspaper the Tribune delivers the goods to its readers. And they follow it in increasing numbers. That's why, as an advertising medium, the Chicago Tribune year after year is able to deliver the goods for advertisers.



## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

---

---